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PAUL J. HOWARD'S

CALIFORNIA FLOWERLAND ROSES

SPRING - 1947 - CATALOG



©

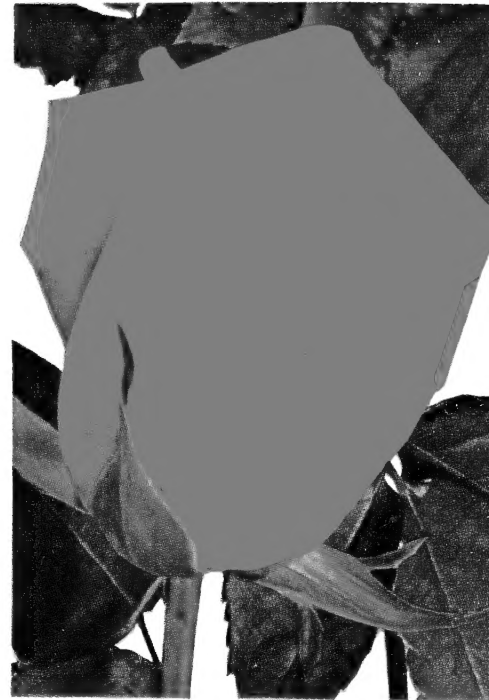
PEACE = "ROSE OF ALL ROSES"

**Paul J. Howard's
California Flowerland**

R O S E S



COMMANDO
\$1.50



BUTTERSCOTCH
\$1.50

COMMANDO A grand new rose of great vigor and beauty. It has lovely buds and full petalled flowers, a little like those of Louise Catherine Breslau, but more orange buff and less pink, a charming color tone. Plants are strong growing, with handsome foliage.....**\$1.50**

BUTTERSCOTCH Patent No. 613. A wonderful new color in roses, and very few roses have as beautifully shaped buds and flowers. Blooms have very long graceful petals, the outside pale orange-yellow, the inside lemon chrome at base, changing to pale orange, lightly veined orange buff. Developed in the East as a florist's rose, Butterscotch is an outstanding garden rose here**\$1.50**

BEST REGARDS Patent No. 652. A glorious new rose of sensational beauty. Plants are strong, tall growing, with handsome leathery foliage of deep green. Beautiful big buds and blooms are produced on long, strong stems. The color is rich Tyrian rose with copper sheen, outside of petals coppery orange at the base. Exceptionally free flowering, it is almost continuously in bloom. Our tree roses of this variety have been greatly admired.....**Bush Roses, \$1.50; Tree Roses, \$5.00**

ROSA MUTABILIS

A grand shrub rose for any part of the garden. Always in bloom, the tall bushes are covered with sprays of lovely single flowers, resembling wild roses, that are fiery orange in the bud, open to soft yellow, changing through pink to rosy red as they age. Foliage is glossy green the year around, never showing a trace of mildew.

Use **Rosa Mutabilis** as a specimen shrub, in the shrubbery border, or as a hedge plant. This is the rose used to enclose our Rose Garden at California Flowerland.

Each \$1.25; 10 for \$9.00



BEST REGARDS
Bush Rose
\$1.50
Tree Rose
Each \$5.00



ROSA MUTABILIS
Charming Shrub
or Hedge Rose
\$1.25

Paul J. Howard's California Flowerland

R O S E S

PAUL J. HOWARD'S ROSE BUSHES are noted for their extreme vigor and robust growth. The carefully selected bud-wood is grown on special root stocks which impart extra strength to the tops. We select two-year-old bushes which have made the greatest development, so they will become readily established in the rose garden, ready to bloom a few weeks after planting.

MAIL ORDERS

Roses shipped by express, bare root, up to March 15 only. If wanted by mail, please add 10% for postage. (Minimum postage 25c). Roses will be far short of the demand again this year, and while we have an excellent stock of most varieties, some will undoubtedly be sold out early in the season. Please send in orders as early as possible, and indicate second choice, so that we may substitute if necessary.

ESTABLISHED ROSES

For planting throughout the year, and when dormant roses are not available (April to December) these superior large bushes are planted in especially prepared soil, in 5-gallon tins. These larger bushes may be selected in full bloom. From them you may gather flowers for your table immediately.

Because of weight and bulk, these established Roses are practical only for local truck delivery, or "Cash and Carry."

PRICES OF ESTABLISHED ROSES

Listed Price (Bare root)	\$1.00 & \$1.25	Established Price in 5-gal. Tins	\$2.50
Listed Price (Bare root)	\$1.50	Established Price in 5-gal. Tins	\$3.00
Listed Price (Bare root)	\$2.00 & \$2.50	Established Price in 5-gal. Tins	\$3.50
All Climbing Roses, established in 5-gal. Tins, staked, \$3.50.			

ANGELS MATEAU (Patented).

This variety has luscious orange-rose blooms, unusually large, full petalled. Deliciously fragrant. Price\$1.50

ANZAC. Buds of fifty waxen petals, steeped in coral and washed with gold, expand into perfectly formed blossoms of coral rose and gold. Excellent stems for cutting.....\$1.50

AUTUMN. Burnt orange and gold, streaked with red, fragrant long lasting; strong, upright, glossy foliage; excellent on coast \$1.25

APRICOT QUEEN. (Patented) 1940
All America Rose Selection. Orange and apricot at base of petals merging to salmon rose in the fully developed bloom. The beautiful long pointed buds and fragrant open flowers are exceptionally long lasting.....\$1.50

CALIFORNIA. (Patented)

This is in every way the most sensational rose in our gardens. The large bushes that line our driveway bloom so freely they are covered with great blossoms of ruddy orange and gold. The petals are thick and lasting, and as a cut flower California is magnificent, whether in bud or open bloom. No other rose we know blooms so freely at one time, and still continuously produces quantities of long stemmed flowers even in winter.....Price \$1.50

CALIFORNIA
\$1.50
(See also Back Cover)

CHARLOTTE
ARMSTRONG
\$1.50

APRICOT QUEEN
\$1.50



A corner of our famous GARDEN OF A THOUSAND ROSES, where hundreds of Roses, old and new, are grown for trial and display.

PEACE

*The Outstanding Rose of All Time
All America Rose Selection for 1945*

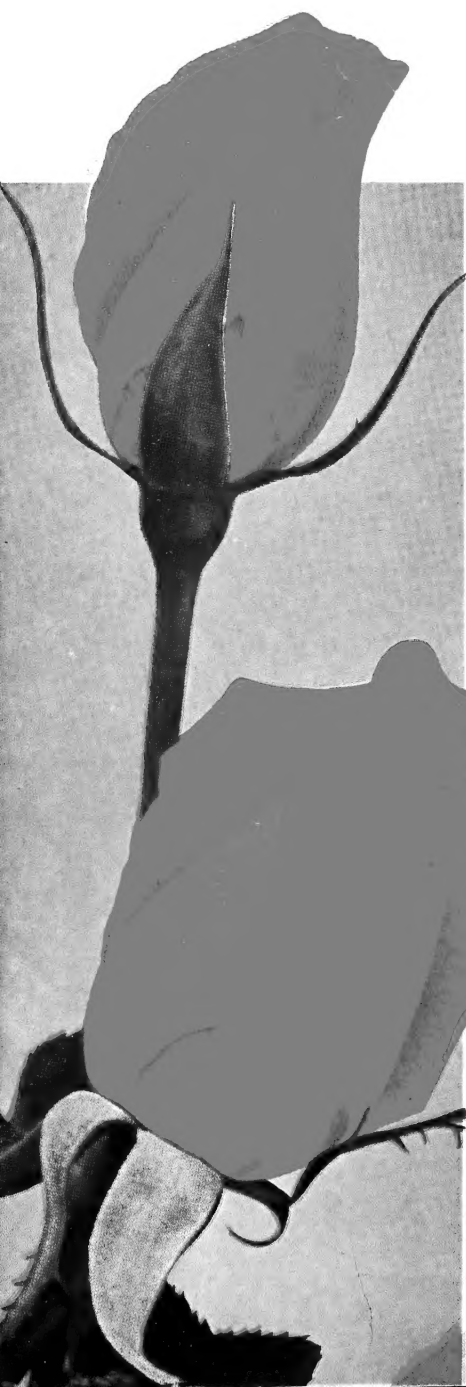
(See Front Cover for Illustration)

Once in a long time a new rose is produced, so superior it makes rose history. The variety PEACE is such a rose.

The bushes and blooms of PEACE were a sensation during the three years it was being grown in our trial grounds at **California Flowerland**. Its marvelous color is almost indescribable. Rich yellow buds change to soft yellow, half open blooms of lovely form, each petal edged cerise pink. As they open into gorgeous huge five-inch blossoms, the yellow tone softens and the pink edge deepens. Petals are large and of good substance, gradually opening around a high center until the fully open flower, very double, shows a great center of tawny yellow. PEACE is unusually long lasting and continuously fresh looking.

Not only is PEACE a decidedly different rose, but it is superior in growth and blooming habit. Flowers are borne on long strong stems, and freely produced on tall, vigorous bushes with shiny, almost holly-like foliage.

BUSH ROSES—Price: \$2.50; TREE ROSES—Each \$6.00



Paul J. Howard's BUSH ROSES



EDITH
WILLKIE
\$1.50



CONTRAST, \$1.25



HEART'S DESIRE
\$1.50

CALEDONIA. Popular white rose, very large and double, on long pointed buds.....\$1.00

CHARLOTTE ARMSTRONG. (Patented) All America Award 1941. Long slender buds of blood red open into fine double flowers of brilliant red in cool weather, cherry rose in hot weather. The long stemmed blooms are ideal for cutting, beautiful until the last petals drop. Plant is strong, upright in growth, with luxurious, disease-resisting foliage, and extremely free flowering. Color varies with season, also with soil and growing conditions\$1.50

CHRISTOPHER STONE. Glowing scarlet crimson with deep velvety sheen; large cluster of golden stamens; heavy stems. Foliage disease resistant\$1.25

COMMANDO. See Front Inside Cover.....\$1.50

CONDESA DE SASTAGO. Brilliant two-toned rose, glowing orange scarlet inside and bright yellow on reverse side, heavily textured and fragrant\$1.25

CONTRAST. (Patented) Beautifully formed flowers, vermilion scarlet inside, underside bronze gold. Color varies from vermilion to rich rose at different seasons, but it is always beautiful and fragrant. Upright, strong healthy bushes, free flowering \$1.25

COUNTESS VANDAL. One of the finest pink roses, long tapering buds of salmon pink and copper, open into large fragrant flowers of rose, salmon and gold. Long stemmed, keeps well\$1.50

CRIMSON GLORY. (Patented). One of the best red roses, free flowering, vigorous. Large urn-shaped buds open to flowers of intensely vivid crimson, shaded deep red.\$1.50

CROWN OF GOLD. Long pointed buds, very large flowers, double, high centered, deep golden yellow shading to lemon yellow at edges. Tall vigorous plant, long strong stems, heavy foliage\$1.25

DOUGLAS MacARTHUR. Long beautifully shaped buds on long stems open slowly into glorious flowers of rose, gold, and salmon. Has all the beauty of the old variety, Los Angeles, but the strong healthy bushes require no coddling, send up great quantities of shoots clothed with dark green foliage\$1.50

HEARTS DESIRE. All America Winner, 1942. A glorious long-budded deep red rose. Heart's Desire has been outstanding in our gardens. Luminous deep red buds of lovely shape and size, broad petals of heavy texture. The full blown roses do not fade, but retain the rich color until petals drop. Full and double, on very long stems, they are ideal cut flowers with delightful rich fragrance. Bushes are vigorous, with handsome deep green foliage; disease resistant.....1.50

DAINTY BESS. Single blush pink with crimson stamens; delicately beautiful, lasting.\$1.00

DAME EDITH HELEN. Full, large fragrant deep pink, one of the most beautiful roses grown\$1.00

DUQUESA DE PENARANDA. Coppery apricot and deep orange; huge pointed buds, flowers very large, cup shaped, with fruity fragrance; long strong stems and rich green glossy foliage. Tall, vigorous, free flowering\$1.25

ECLIPSE. (Patented) Long streamlined buds of golden yellow without any shading. A lovely graceful cut flower.....\$1.50

EDITH WILLKIE. This gorgeous new rose, named for a gracious lady and the wife of a great American, already is one of the most popular cut flower roses grown. Flower buds are high and pointed, deep jasper red. As flower buds open, petals inside are vivid shrimp pink, shaded yellow at base, with an undertone of old rose and coral red. Delightfully fragrant; deep green foliage\$1.50

E. G. HILL. One of the most popular red roses, free flowering, fragrant.....\$1.00

ETOILE DE HOLLANDE. The leading deep red rose, fragrant.....\$1.25

FRAU KARL DRUSCHKI. The largest pure white rose. Vigorous, free flowering \$1.25

FRED EDMUNDS. Beautiful long buds of richest burnt orange open to glorious blooms of glowing coppery orange, turning to apricot. Petals of velvety texture. In the garden, or in a vase, these flowers stand out vividly\$2.00

GOLDEN DAWN. Oval buds of sunflower yellow, shaded cerise. Large lemon yellow flowers, delicately fragrant.....\$1.25

GOLDEN RAPTURE. Perfectly formed buds and flowers of pure deep golden yellow. Price\$1.25

GRANDE DUCHESSE CHARLOTTE. A most interesting new color in roses, a morocco red seen in old tapestry. The beautiful long streamlined buds open into artistic flowers of dusky coral red\$1.50

HADLEY. One of the best reds, velvety texture, fragrant, fine buds.....\$1.00



GRANDE
DUCHESSE
CHARLOTTE
\$1.50

© C.-P. CO.

California Flowerland

BUSH ROSES

HINRICH GAEDE. One of the most brilliant colored roses. Long pointed buds of orange vermillion, opening to large double flowers, on long wiry stems. Vigorous plants **\$1.25**

HORACE McFARLAND. An outstanding variety, practically always in bloom. The large, deep apricot buds open to beautifully formed rich salmon, spicily fragrant blooms. An exceptionally good grower. **All America Award, 1944****\$2.00**

JOANNA HILL. Graceful large pointed buds opening to large semi-double flowers of pure yellow, orange centered, long lasting, fragrant, on long strong stems. Vigorous, free flowering**\$1.00**

J. OTTO THILOW. One of the best rose pink, beautifully formed**\$1.00**

KAISERIN AUGUSTA VICTORIA. Pure white, shaded cream at center. Splendid form and foliage**\$1.00**

KATHERINE T. MARSHALL. (Patented) All America award. It is just about the most vigorous grower of all the new roses, and is one of those good healthy bushes that never cause complaint. The great rich pink blooms and buds are produced on tall stiff stems, with leathery disease-free foliage.**\$2.00**

LOS ANGELES. Flame pink tone with coral and gold. Still one of the finest.....**\$1.00**

LOWELL THOMAS. AARS Award 1944. Magnificent golden chrome flowers, shape-ly buds and dainty fragrance are outstanding qualities. The color holds well, and the bushes are good growers.....**\$2.00**

WHITE WINGS

Single Rose of exquisite beauty, \$1.50

MAJOR SHELLEY. (Patented) A grand California rose of deep scarlet, beautifully formed, on long stems; bush of vigorous upright growth**\$1.25**

MARY HART. (Patented) Red Talisman, very fine, glowing red and orange....**\$1.50**

MARY MARGARET McBRIDE. All America in 1944. A most alluring, shining deep coral pink, suffused with gold at base of petals. The long firm buds open slowly with glowing, high centered blooms, with gracefully recurved petals. Vigorous plants **\$1.50**

McGREDY'S IVORY. Large, high centered blooms of ivory white.....**\$1.25**

MIRANDY. 1945 All America Winner. It is a huge, 50-petalled deep velvety crimson flower, opening slowly from long ovoid buds, with rich, penetrating Damask fragrance. An exquisite cut flower.....**\$2.00**

MME. CHIANG KAI-SHEK. Long spiral buds open to light clear canary yellow flowers of perfect proportions. The perfect form, delightful perfume, sheer elegance, and vigorous growth, depict the patrician in Mme. Chiang Kai-Shek, loveliest of all light yellow roses. 1944 All America Winner**\$2.00**

MME. COCHET-COCHET. Long pointed coppery pink buds, flushed orange, open to huge flowers of lovely form, the color softening to gold and soft pink, and showing a mass of golden stamens.....**\$1.50**

MME. HENRI GUILLOT. (Patented) Large, camellia-shaped open flowers of velvety texture and spicy fragrance, in which glowing reddish orange, rose and pink, are artistically blended. Very healthy, vigorous; glossy leaves**\$1.50**

MME. JOSEPH PERRAUD. Pointed buds of nasturtium orange, charming flowers of nasturtium buff, shading to shell pink at petal edges; fragrant.....**\$1.25**

MRS. LOVELL SWISHER. Delightful flesh pink flowers, shaded salmon; coppery salmon buds**\$1.00**

MRS. E. P. THOM. The best yellow bedding rose we have. Flowers deep yellow, nearly everblooming.....**\$1.00**

MRS. PIERRE S. DUPONT. Reddish, gold, long pointed buds opening to semi-double flowers of deep yellow, very fragrant**\$1.25**

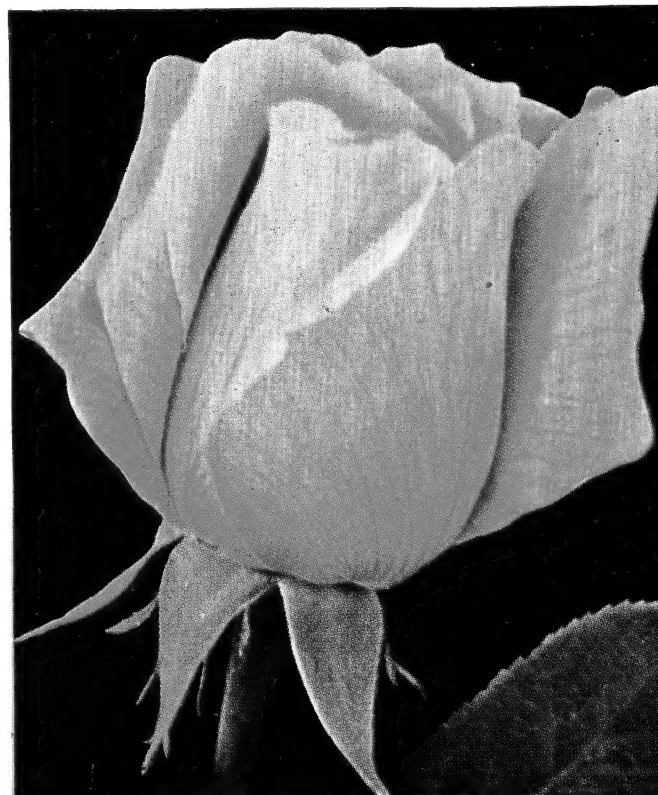
WHITE WINGS. We consider this the prettiest single rose in cultivation. Large, long pointed buds open to broad single flowers of perfect form, with amethyst stamens tipped gold. Flowers are borne in pyramidal sprays, against a background of leathery foliage, and keep wonderfully when cut. Vigorous, bushy, upright plant, constantly in bloom**\$1.50**

Prices on bush and climbing roses are for strong, dormant (bare root) plants, available until March 15 only. For later planting see prices on page 1.



PEARL HARBOR
Practically thornless, \$1.50

MME. CHIANG KAI-SHEK. All America Award, 1944.
Bush Rose, \$2.00; Tree Rose, \$5.00



DOUGLAS MACARTHUR
Bush Rose, \$1.50
Climbing Rose, \$2.00
See page 2





SHANGRI-LA, \$1.50

MRS. SAM McGREDY. Dazzling coppery orange, flushed with scarlet. Magnificent in size and color; free flowering\$1.25

MRS. W. C. EGAN. We know of no other pink rose that has such beautiful long buds, slender and pointed. They open into full, high-pointed large blooms of perfect symmetry. Especially fine in the fall. Bushes are healthy and strong growing, producing plenty of wonderful flowers for cutting\$1.25

NIGHT. Velvet blackish crimson, darkest of all red roses; deliciously fragrant\$1.25

PEACE—See page 1\$2.50

PEARL HARBOR. A plant of tremendous vigor that will grow and bloom freely under adverse conditions. The upper surface of the petals is delicate shell pink, golden bronze at base, and the reverse is Tyrian rose. The effective flowers are borne on extra long, practically thornless stems with excellent foliage.....\$1.50

PICTURE. One of the very finest pink roses, nearly everblooming. Long, perfectly formed buds open to lovely salmon pink flowers, with undertone of orange. Fragrant, lasting; vigorous.....\$1.25

PINK DAWN. Perfectly formed buds of deep rose open to charming pink blooms tinted with orange at base of petals. Fragrant, lovely for cutting.\$1.25



SANTA ANITA
\$1.25

Paul J. Howard's

BUSH ROSES

POINSETTIA. (Patented). Most brilliant red, close to a Poinsettia scarlet, which does not fade. Long pointed buds, flowers are large and open, fine for cutting. Extra fine, tall slender bush\$1.25

PRESIDENT HERBERT HOOVER. Flowers are a gorgeous combination of flame-scarlet, cerise pink and orange yellow; huge and fragrant, on very long stems. One of the strongest growers, most reliable, and free flowering\$1.00

PRESIDENT MACIA. Very beautiful and large double pink rose, lovely as a cut flower, both in the bud and open bloom. Buds are clear pink, open flowers, flesh pink with reverse side of petals deep pink.....\$1.25

RADIANCE. Bright carmine pink flowers.....\$1.00

RED RADIANCE. Cerise-red counterpart of Radiance\$1.00

ROSE MARIE. Clear rose pink; fine buds and flowers. Blooms constantly.....\$1.00

ROSA MUTABILIS. See Front Inside Cover.\$1.25

RUBIYAT. The only All America Selection for 1946, and a beauty. Long graceful, shapely buds of bright cerise red open to large, broad petalled roses of rich crimson, the reverse side of the petals being lighter; richly fragrant. Long upright stems, luxuriant deep green foliage; tall vigorous plant\$2.00

SANTA ANITA. One of the finest pink roses we have grown. Color is rich true glowing rose-pink; flowers and buds beautifully shaped, on smooth strong stems. Fine bright green foliage\$1.25

SIGNORA. (Patented) Bright orange rose, heavy reflexed petals, long stemmed. Glossy foliage, vigorous habit.....\$1.50

SHANGRI-LA. Long pointed buds are perfect, and upon opening show a rare combination of tints and shades; blush, salmon and rose delicately blended, yet clear and sparkling as dawn. Bushes are vigorous, produce plenty of flowers\$1.50

SYMPHONY. A rose for the connoisseur and for exhibition, because of its lovely perfection of form and color. Long pointed buds open to very large, double, high-center blooms of flesh pink, shaded Venetian pink at center. Plant is very vigorous and tall, with rich, dark green leathery foliage, the buds being produced on very long, straight stems. While the blooms are occasionally damaged by unfavorable weather conditions, rose lovers will grow Symphony for the incomparable beauty of its flowers.\$1.50

SYMPHONY
Most Perfect of All
\$1.50

SISTER THERESE. Long pointed buds of chrome yellow, marked carmine; open flowers rich daffodil yellow that does not fade, sweetly fragrant and long stemmed. Strong upright plant, tall canes, each bearing 3 to 5 lovely yellow blooms.....\$1.25

SOUTHPORT. A splendid velvety scarlet rose, on a good bush with healthy foliage. One of the better reds.....\$1.25

SNOWBIRD. Our favorite white rose, with exquisitely formed buds that open to very full, double flowers, sometimes in clusters of two to four; sweetly fragrant; very free flowering\$1.25

TALISMAN. Favorite rose and gold, fragrant; vigorous\$1.00

TEXAS CENTENNIAL. (Patented) The Red Hoover. Brick red turning to cerise red with age. Free flowering, vigorous, like Hoover.\$1.50

THE DOCTOR. A California introduction and an outstanding pink rose. Long, pointed buds open to enormous flowers of silvery pink, like a huge peony, uniform in color. Very fragrant\$1.25

VILLE DE PARIS. One of the best of all yellow roses, slightly tinted orange, large, double, globular; vigorous bronze foliage.\$1.25

WHITE WINGS. See page 3.....\$1.50

WILL ROGERS. Deepest red with velvety blackish shadings, intensely fragrant, double. Of robust growth, free flowering.....\$1.25

YOURS TRULY. Beautifully formed large buds and flowers on long stems that are absolutely smooth. Broad petals of heavy texture, glowing rose pink, deeper rose inside, and shaded yellow at center, and strong spicy fragrance, distinguish Yours Truly from all other pink roses. Plants are of upright growth, vigorous, with leathery foliage, constantly in bloom. One of the most admired in our trial garden.....\$1.50





ROSENELFE \$1.25

GLORIOUS. A new Floribunda of sensational beauty, unsurpassed for massing, bordering driveways and walks, and specimen shrubs. Vigorous, much branched bushes with clean, shiny foliage produce numerous open clusters of deep vermillion buds. Open flowers are semi-double, brilliant Tyrian rose, gold centered. Plants are literally covered with bloom over a long season.....\$1.50

IMPROVED LAFAYETTE. Lovely, glowing red flowers in clusters, semi-double, open, fragrant. Vigorous bushy plant with soft green foliage\$1.00

KIRSTEN POULSEN. Fragrant clusters of vivid scarlet single flowers; strong plants with leathery foliage.....\$1.00

MARGOT KOSTER. One of the showiest and most popular. Small double flowers of intense orange red, in big clusters\$1.00

MRS. R. M. FINCH. This delightful little rose is a favorite for corsages and small vases and bowls. In form the flowers are like Cecile Brunner, but a richer pure rose pink\$1.00

ORANGE TRIUMPH. Enormous clusters of scarlet-orange blooms cover the plant the whole season; shiny green foliage\$1.00

PINK LAFAYETTE. Clear pink flowers of medium size, long lasting. A dwarf bush, unexcelled for bedding and borders, and a most profuse bloomer.....\$1.00

PINOCCHIO. Exquisitely lovely, full petalled blooms of salmon pink, flushed with gold. Free and continuous bloomer\$1.00

ROSENELFE. Clusters of very double blooms, La France pink, on long strong stems. Vigorous bushy plants, with large leathery glossy foliage; nearly everblooming. A wonderful variety for cutting—we like it better than Cecile Brunner\$1.00

WHITE FINCH. Splendid pure white, for display and cutting\$1.00

WORLD'S FAIR. (Patented). Masses of blackish crimson flowers with golden stamens.....\$1.00

MING TOY

In perfection and symmetry of form, Ming Toy compares with the most exquisite camellias. High centered flowers of 50 petals or more, of heavy texture and bright rose color, are produced in graceful sprays. Plants are exceptionally rugged, constantly in bloom. The cut sprays make beautiful flower arrangements and will last a week in water.....\$1.50

California Flowerland FLORIBUNDA ROSES

Immensely popular, these splendid roses are most showy in the garden, and are prized for table decoration and floral arrangement. Use them in groups of 3, 5, or more, with shrubbery, to add splashes of color to the landscape, or plant them in beds for display and cut flowers.

BABY CHATEAU. Wonderful deep red, similar to World's Fair, but in some ways superior. Buds are velvety blackish crimson. Strong grower.....\$1.00

CECILE BRUNNER. The Sweetheart Rose. Fragrant miniature pink flowers.....\$1.00

CROWN OF JEWELS. One of our favorites, and one of the finest bedding roses grown. Plants are vigorous and bushy, with leathery foliage, and clusters of very double, cup-shaped blooms of lovely coral rose. Nearly everblooming, especially fine in Autumn, and marvelous for cutting, lasting longer than any rose we know. Plant in masses or in groups in the border or rose garden.....\$1.00

ELSE POULSEN. Strong, erect plants that bloom continuously from summer to fall. Clusters of semi-double flowers of medium size, a lovely rose pink.....\$1.00

FLORADORA. Dazzling cinnebar color, with shades of scarlet and orange, the brightest colored Floribunda. The buds and rosette-shaped flowers make delightful corsages and bouquets. Very strong, tall grower. Unique in color and vigor \$1.50



MING TOY \$1.50

California Flowerland

CLIMBING ROSES

The Everblooming Climbing Roses bring colorful year-around beauty to the gardens of California, on fences, arbors, pergolas and trellises.

Some of the newer roses have "sported" as climbers, greatly increasing the range of color and usefulness of Climbing Roses. The flowers are identical in form and color to those of the bush type of the same names. In the climbing form, however, even larger blooms and longer stems are produced, making even more beautiful displays, both in the garden and for cutting, than may be had from the bush roses.

Prices on Bush and Climbing Roses are for strong, dormant (bare root) plants, available until March 15 only.
CLIMBING ROSES, Established Plants in 5-gallon tins, staked
EACH \$3.50

- BELLE OF PORTUGAL.** Beautiful long buds of salmon flesh. Rampant grower, blooms early; one of California's most popular climbers \$1.25
- WHITE BELLE OF PORTUGAL.** Like the popular Belle of Portugal, but flowers are creamy white.....\$1.25
- BLACK BOY.** An Australian climbing rose of rich beauty. Large double, deep velvety crimson blooms, shaded maroon and scarlet; very fragrant.....\$1.25
- CARRIE JACOBS BOND.** Beautiful large fragrant roses of deep coral rose. Long buds and stems.....\$1.25
- CL. CECILE BRUNNER.** Perfect little pink flowers, spicy fragrance \$1.25
- CL. CONDESA DE SASTAGO.** Bright copper rose, reverse of petals gold. Beautiful glossy foliage; vigorous; one of our leading climbers.....\$1.25
- CL. COUNTESS VANDAL.** (Pat. No. 38) Beautiful coppery salmon, shapely buds and flowers.....\$1.50
- CL. DAINTY BESS.** Fascinating single soft pink.....\$1.25
- CL. DOUGLAS MacARTHUR.** (Patented). This beautiful pink rose is now available in climbing form, vigorous, with healthy foliage. The lovely flowers of rose, gold and salmon, are produced in profusion \$1.50
- CL. ETOILE DE HOLLANDE.** Every bit as good as the bush. Rich red \$1.25
- CL. HADLEY.** Fragrant deep crimson.....\$1.00
- CL. HEART'S DESIRE.** Sensational as a bush, this makes one of the grandest crimson climbers of all. You can cut plenty of long-stemmed beauties from it, too.....\$2.00
- CL. KAISERIN AUGUSTA VICTORIA.** Pearly white.....\$1.25
- CL. LOS ANGELES.** Flame pink, shaded with coral and gold. Grand as a climber, producing masses of lovely roses for cutting.....\$1.25
- CL. MARY HART.** Red Talisman, glowing red and orange, exceptionally fine climbing rose.....\$1.50
- CL. MRS. E. P. THOM.** Golden yellow, perfectly formed.....\$1.25
- CL. MRS. SAM McGREDY.** (Patented) Copper orange, free flowering \$1.50
- CL. PICTURE.** One of the most beautifully formed pure pink roses, now available as a climber.....\$2.00
- CL. PINK DAWN.** Rich deep rose pink buds opening to lovely pink blooms, orange at center. Double, fragrant, vigorous, as fine as the bush form.....\$1.25
- CL. PRESIDENT HERBERT HOOVER.** Rose, gold and red; vigorous.....\$1.25
- CL. RADIANCE.** Carmine rose, free flowering.....\$1.25
- CL. RED RADIANCE.** Rich carmine red.....\$1.25
- CL. ROSE MARIE.** Rose pink; fine the year around.....\$1.25
- CL. SANTA ANITA.** Glowing rose pink, beautifully formed buds and blooms; handsome foliage. One of the finest of the newer climbers \$2.00
- CL. TALISMAN.** One of the best of all climbers, pink and gold.....\$1.25
- CL. TEXAS CENTENNIAL.** The climbing form of one of our most beautiful and popular bush roses. Big buds of brick red open to huge flowers of rose red and deep pink; more beautiful and longer stemmed than those of the bush form.....\$1.50
- CL. VILLE DE PARIS.** One of the best yellows, splendid as a climber \$1.25

- CL. WILL ROGERS.** Deepest velvety crimson, double, fragrant.....\$1.25
- EDNAH THOMAS.** Like Rose Marie in form and color, but slightly lighter pink. One of the best pink climbers.....\$1.25
- GOLD RUSH.** One of the best yellow climbers, rich gold, of perfect form and color. Glossy foliage.....\$1.25
- INDIAN SUMMER.** (Patented). Glowing old gold, old rose and pink, reminds one of the rose Autumn. Vigorous, free flowering, glossy foliage. Fragrant.....\$1.50
- MERMAID.** Large single sulfur yellow, with amber stamens. Handsome glossy foliage. Unexcelled for trellis, arbor, fence or as a ground cover for banks and slopes.....\$1.00
- MRS. PAUL J. HOWARD.** (Patented). We consider this one of the finest climbing roses. Beautiful buds of deep, velvety red open to large full double flowers of lovely form, unfading rich crimson, with delicious fragrance. With its fine foliage and long stems, this is an ideal rose for cutting.....\$1.50
- PAUL'S SCARLET CLIMBER.** Masses of brilliant red flowers.....\$1.25
- REVEIL DIJONNAIS.** One of the showiest and most vigorous climbing roses, with clean, glossy foliage and great masses of cup-shaped roses, brilliant scarlet, yellow and orange, with showy stamens.....\$1.25

TREE ROSES

We prefer to send out our Tree Roses established in 5-gallon tins, beginning about March 15. They then transplant readily, in full growth, ready to bloom in April. Price of these superior Tree Roses, established and staked, \$5.00.

For shipping by express, we will send out Tree Roses, Bare Root.

Price of Tree Roses (except Peace), each \$5.00
PEACE, the marvelous New Rose, \$6.00

(Please add 50c to each order for packing, if sent by express or parcel post.)

RED—

CHRISTOPHER STONE
ETOILE DE HOLLANDE
HEART'S DESIRE
MARGO KOSTER
MRS. SAM McGREDY
TEXAS CENTENNIAL

VARI-COLORED—

BEST REGARDS
CHARLOTTE
ARMSTRONG
PRESIDENT HERBERT
HOOVER
TALISMAN

PINK and ROSE—

LOS ANGELES
LULU
THE DOCTOR
SANTA ANITA
SHANGRI-LA

WHITE—

KAISERIN AUGUSTA
VICTORIA
SNOWBIRD
WHITE WINGS

YELLOW—

CALIFORNIA
MME. CHIANG KAI-SHEK
MRS. PIERRE S. DUPONT
PEACE \$6.00
VILLE DE PARIS



Lovely rosy-violet flowers of SECURIDACA VOLUBILIS

Paul J. Howard's Exotic Shrubs, Trees and Vines

SECURIDACA VOLUBILIS

Graceful racemes of rosy violet, wistaria-like flowers, produced on long arching branches, make this recent introduction from Guatemala one of the loveliest additions to our gardens. It can be trained as a neat vine on a fence or low trellis, or grown as a graceful shrub and grows best near the coast, in sun or part shade. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**



HIBISCUS ALOHA
The freest blooming pink double variety, and one of the handsomest shrubs.

CLEMATIS

Giant Hybrids. These spectacular flowering vines will flower the same year they are planted, in California. Their lovely large blooms have a delicate beauty found in few other flowers, and when cut, make charming low table arrangements that last for many days. Vines should be cut back close to the ground each year, to produce flowering wood for the next season.

HENRYI. Very large white flowers.

JACKMANI. Royal purple.

RAMONA. Soft blue.

Each \$1.50; collection of three, \$4.00.

PASSION FLOWER

Passiflora Pfordti. A very beautiful large-flowered hybrid, and one of the most ornamental vines we have. Petals are white with pinkish tints, the crown is bright blue. Free flowering, the vines are studded with blooms over a long season. Foliage is large and handsome, seldom attacked by insects. Splendid for covering large areas, pergolas, fences, or porches. **Gallon tins, each \$1.50; 5-gallon, \$4.00.**

ORCHID CACTUS

(See illustration page 8)

Epiphyllum. Spectacularly beautiful, water-lily-like blooms are produced on these odd plants. They will flower in pots and are ideal for porch and window boxes. As easy to grow as begonias or geraniums. They have glistening, satiny petals in vivid shades of orange-red, pink, salmon, rose, some with violet throats. **Potted Plants, blooming size, Each \$1.00.**

HIBISCUS

These gorgeous shrubs will bring the tropical splendor of Hawaii to your garden. They thrive in Southern California wherever there is comparative freedom from frost. We have a grand collection of rare and new Hibiscus. See our display in bloom in spring and summer.

AGNES GAULT. Enormous velvety single flowers of bright salmon-rose, very popular. **1-gallon tins, each \$1.25; 5-gallon, \$3.50.**

ALOHA. Large double rose pink, lovely form; free flowering and fine habit of growth. **1-gallon tins, each \$1.25; 5-gallon, \$3.75.**

AMERICAN BEAUTY. Large blooms of glowing American Beauty red **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

APRICOT. Single apricot yellow with crimson veining and throat **1-gallon tins, each \$1.25; 5-gallon, \$3.50.**

BRILLIANTE (Single Scarlet). Most popular, very large single flowers of intense scarlet. **1-gallon tins, each \$1.25; 5-gallon, \$3.50.**

CROWN OF BOHEMIA. Magnificent double golden yellow, shaded amber and bronze at center. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

HALEAKALA. One of the most beautiful Hibiscus grown. Frilled single yellow flowers with flaming red throat. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

KATE SESSIONS. One of the very finest; brilliant rose red with golden suffusion. The enormous flowers fairly glow. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

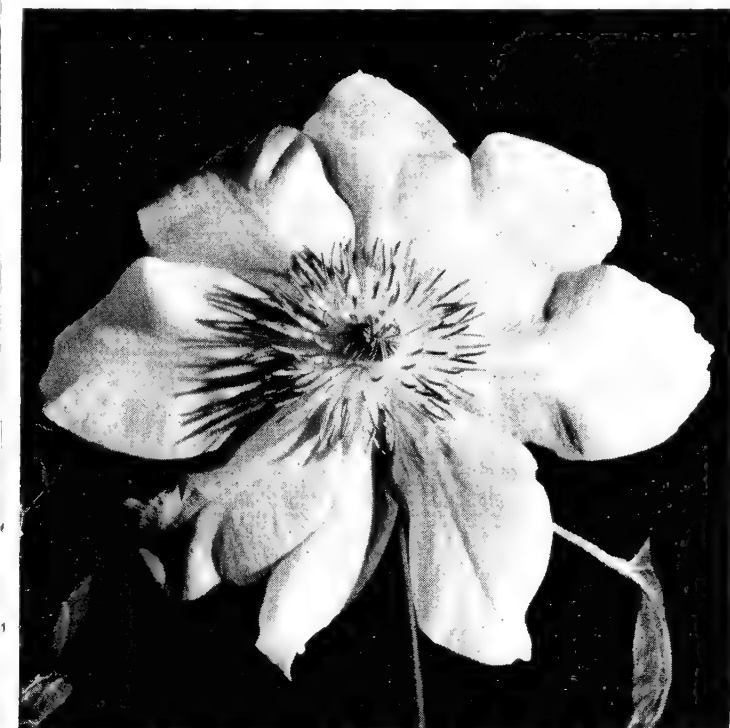
PELE. Enormous single rounded flowers of bright copper, with brilliant rose throat, upper side of petals edged with gold. Free flowering. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

RED MONARCH. Huge semi-double blooms of richest dark crimson **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

WHITE WINGS. Lovely large white flowers with red column and throat, lasting at least three days on the plant. Splendid bushy shrub, blooms all winter. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

DWARF MEYER LEMON

This dwarf Lemon is one of the most ornamental plants. Grow it as a pot plant, or use as specimen shrub and for hedges. It has beautiful glossy green foliage and fragrant large pink blossoms. Fruits are large deep golden yellow; juice is of excellent flavor. **1-gallon cans, each \$1.25.**



LARGE FLOWERED CLEMATIS

PASSIFLORA PFORDTI



WINTER COLOR

In California Gardens



BIRD OF PARADISE

California gardens in winter can be as richly colorful as in summer, by the use of some of these unique and beautiful winter flowering shrubs. Because of their blooming season and exceptionally fine flowers, they will be appreciated by all who want unusual and showy plants in the garden.

BIRD OF PARADISE

Strelitzia Reginae. The exotic blooms of this showy plant always evoke admiration and wonder. It is prized for planting in the garden, growing in tubs or pots in the patio, and for striking, colorful flower arrangements, with its oddly shaped blooms of orange, red and blue, resembling birds in flight, against the massive, banana-like leaves.

Plants begin to bloom when four or five years old. They grow best in full sun or partial shade, in rich soil, with plenty of moisture during the summer. **2 year old plants, each \$1.25; 3 year, each \$2.50; blooming size, \$5.00 to \$25.00.**

EPIDENDRUM O'BRIENIANUM

This lovely orchid grows easily in the garden or in pots in rich soil with good drainage, preferably in a half-shaded location. It blooms the year around, the exquisite miniature orchid blooms produced in long sprays or long stems. Wonderful in floral arrangements and long lasting. Grow them outdoors in California and in window gardens in the East. **Price, potted plants, each \$1.50.**

SUPARA SHRUB

HAUYA CORNIGERA. A handsome shrub from Central America, with long white tubular flowers, flaring at the end to four white petals, the center often flushed with rosy pink, and delicately fragrant. These are borne in profusion, and are most beautifully set off by the background of soft green foliage. Grows in sun or part shade. **5-gallon tins, each \$4.00.**

POWDER PUFF BUSH

CALLIANDRA INAEQUILATERA. Rose Pink Calliandra. The most graceful flowering shrub we know, with long arching branches that are covered with a profusion of showy rose pink flowers, of fluffy pompon form, 2 to 3 inches in diameter. The foliage, pinnate shaped, is bronze green when young. This plant has bloomed continuously for as long as seven months in our garden, and the flowers make unique decorations. **5-gallon cans, each \$4.50.**

GOLDEN FLOWERED CLIMBER

SENECIO MACROGLOSSIS. Cape Ivy. A neat vine for any type of trellis or fence, that does not grow too large and has smooth glossy stems and ivy-like foliage. In November and December, when flowers are scarce, it bears numerous long-stemmed clusters of cineraria-like blooms, golden yellow, valuable for fascinating flower arrangements. **1-gallon cans, each \$1.25.**

MIST FLOWER BUSH

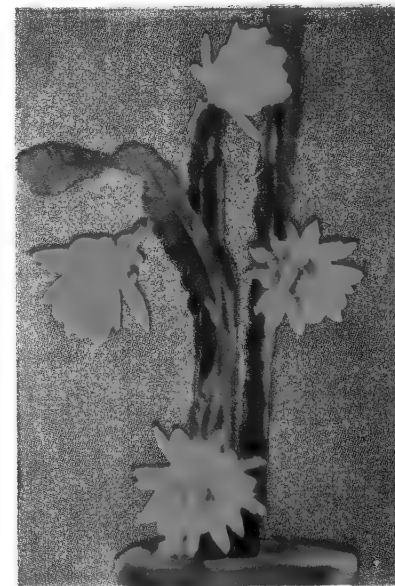
EUPATORIUM SPECIES. From Central America comes this delightful garden subject, that bears fluffy flower heads of lavender blue, resembling Ageratum. This new variety, however, grows into a rounded bush, blooming in November and December. The gorgeous flower clusters are produced on long stems, and are grand for winter cut flowers. **Pot Plants, each \$1.00; 3 for \$2.50.**

CANARY BIRD SHRUB

CROTALARIA AGATIFLORA. A tall growing shrub, bearing long racemes of curiously shaped flowers of true Chartreuse yellow, suggesting the name "Canary Bird Bush". The long flower spikes are delightful in floral arrangements, and are so continuously produced that a wealth of bloom may be had for many months. Cutting flowers benefits the plant and keeps it shapely. Easily grown, in full sun and good garden soil. **1-gallon cans, each \$1.25.**



EPIDENDRUM



ORCHID CACTUS \$1.00
See page 7

EUPATORIUM



SUPARA SHRUB

CROTALARIA AGATIFLORA



California Flowerland

DAHLIAS

Few flowers return so much for the amount of money and time expended as Dahlias. They are easy to grow, prolific bloomers, and offer infinite variety of color and form.

It is important that you plant only select tubers, in order to produce vigorous growing plants and perfect blossoms. Commercial growers recognize this fact and are extremely careful in the selection of the tubers they plant. Each year they discard many tubers which, although they would grow, would not give the best results. These discarded tubers are sometimes offered to amateur growers at very low prices,—it is therefore important that you know the tubers you plant are reliable. Paul J. Howard's tubers are from selected stock, strong, clean, and free from disease. Planting them insures you against much possible disappointment.

LARGE DECORATIVE DAHLIAS

HARLEQUIN. This is one of the most spectacular Dahlias we have grown, and one of the most admired in our fields last season. Flowers are immense, with broad petals of heavy texture, rich mauve violet in color, some of the petals streaked, mottled or shaded with white, a fascinating blend. Plants are vigorous, with handsome foliage, with a long blooming season, and carry their showy flowers on strong stems, well above the foliage. **\$5.00.**

BLUE MOON. Huge double blooms with broad petals, of a wonderful shade of lilac blue. The flowers are sensational in size and rich coloring. Strong tall plants, extremely free flowering; one of the showiest Dahlias in our fields last season. **\$2.50.**

CLARA CARDER. Immense, lovely double flowers of cyclamen pink. Plants are of upright habit, free flowering. **\$1.50**

GOLDEN QUEEN. Beautiful deep rich golden yellow. **\$1.25.**

HILL'S SUPREME. Broad petalled, informal Decorative, bright rose pink with lavender cast. **75c.**

LITTLE MISS PUGET. Large symmetrical flowers of soft buff yellow; one of the most free flowering of all. **75c.**

MAIL ORDERS

All Dahlia Tubers sent postpaid. We cannot fill mail orders for less than \$1.50. No C.O.D. orders. Add 3% Sales Tax for shipment within California.

Paul J. Howard's SHOW DAHLIAS

These Dahlias are of medium size, popular as cut flowers because they have long wiry stems and keep a long time in water. The petal formation is symmetrical, like that of the Pompons, making large rounded blooms.

An Arrangement of Clara Clemens Show Dahlias, shown with Antique English Lustre, typical of the rare Antiques at Paul J. Howard's.



MAJOR EDWARD BOWES. Lovely shell pink, most desirable for home decoration or exhibition. Broad petals, rounded at the tips. **75c.**

MARGE NELL. Fine large golden yellow. **75c**

MARGARET COLE. This has long been one of the most popular because of its fine form and attractive coloring of beautiful yellow, with each petal tipped white. Blends well with other colors. **75c.**

MRS. GEORGE LEBOUTILLIER. Strikingly beautiful large formal decorative flowers of deep velvety carmine, often 12 inches across. Plants are vigorous, of medium height, constantly in bloom over a long season. **75c.**

PAUL J. HOWARD. Enormous bright yellow. This variety has been outstanding in our fields, carrying its flowers on towering stems. **\$1.00.**

PINK GIANT. Of wonderful size and form, this is the finest Dahlia of its color, a beautiful clear rose pink; vigorous, free flowering plants. **\$1.25.**

RED VELVET. Deep red petals have the texture of velvet. Large flowers, robust grower; excellent cut flower. **\$1.50.**

SONIA. Magnificent wine red on straight upright stems. Wonderful keeper; comes as near to being perfect in every way as any Dahlia grown. **75c.**

SNOWBALL. Large white formal type flower; fine keeper. **\$1.00.**

YELLOW BEAUTY. Very large yellow, magnificent newer variety that will appeal to all. **\$1.50.**



PAUL J. HOWARD
Large Decorative of Golden Yellow, \$1.00



RAMONA
One of the finest Pink Dahlias, \$1.50

RED VELVET \$1.50

CLARA CLEMENS. Striking deep crimson, each petal tipped with white. Tall bushy plants, very free flowering. **\$1.25.**

DALTON. A lovely clear lavender, choice for cutting. **75c.**

DOLORES. Brilliant red with golden sheen. **75c.**

FAY MILLER. Most attractive shade of peach pink. **75c.**

GOLDEN DROP. A beautifully formed flower, like a lovely water lily, on stiff slender stems. The color is russet and gold. A grand cut flower. **\$1.25.**

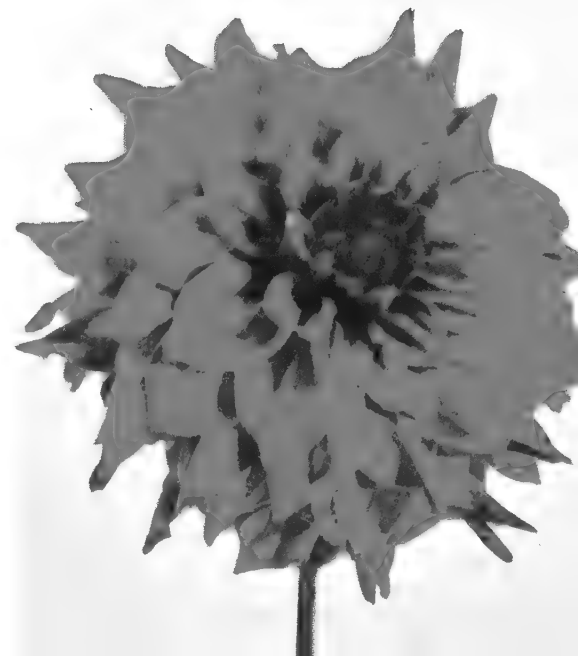
GOLD MEDAL. Brilliant deep gold with red tints. **75c.**

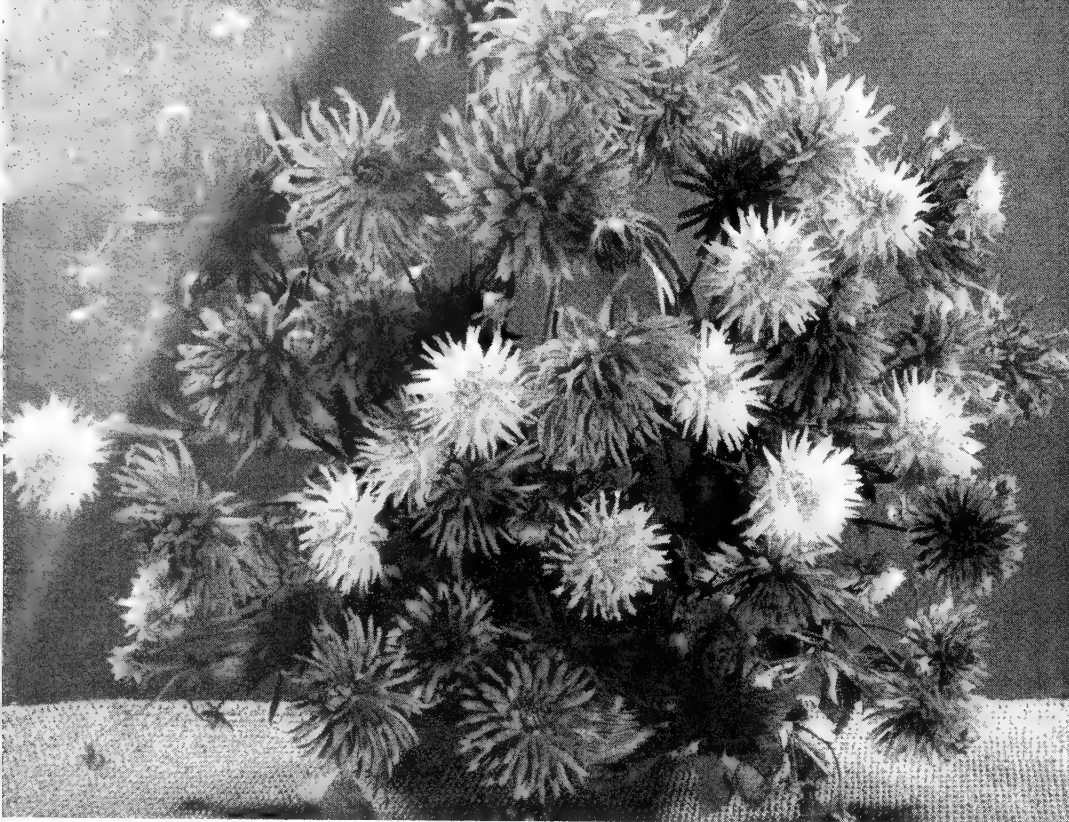
LEAH PEARL. Salmon pink with cream center. **\$1.00.**

LOLITA. Lovely soft pink. **75c.**

TIPPY. Old gold, center and tips of petals are bronze lavender, especially good cut flower. **75c.**

WHITE FAWN. Pure white flowers of exquisite beauty, long lasting; one of the best florists' Dahlias. **\$1.00.**





Cactus Dahlias make wonderful Flower Arrangements.

California Flowerland DAHLIA SEED

For several seasons, we have had on display a large bed of several thousand Dahlia plants, grown from our own selected Dahlia Seed. These plants made a colorful display, showing what you may expect to get for your own garden, from a packet of our Dahlia seed. Lovely forms and colorings, of all types were represented.

It is fascinating to grow Dahlias from seed. This is the way new varieties are produced. No two plants will be alike, and sometimes you may produce a new variety that is outstanding enough to be named. Clumps will be produced that may be divided and replanted the following season.

Start seed in flats in February, March or April. In about six weeks, they will be big enough to plant out in the garden, where they will bloom all summer and fall.

Packet of 35c Seeds — \$1.00

POMPON DAHLIAS

Fascinating small flowered Dahlias, valued as cut flowers for house decoration, particularly for the table. The pretty symmetrical ball-shaped flowers, in bright, clear colors, are produced on long stiff stems, and last a long time in water without burning the stems. Plants are free flowering and make a fine display in the garden.

ALICE. Rich red, free flowering.

AMBER QUEEN. A rich bronze cutflower.

BANTAM. Pretty small bright scarlet.

BERNICE. Rich amber and pink.

BETTY ANN. Small clear pink.

BLACK CAP. Rich deep red.

ENCINO. Fine golden yellow.

GLOW. Lovely old rose.

JOE FETTE. One of the best whites.

JUDY. Exceptionally good pure white cut flower.

LEOLA. Free flowering, rose pink.

LITTLE DAVID. Small russet orange.

LITTLE HERMAN. Crimson with white tipped petals, a favorite Pompon.

LOCKY. Bright yellow.

MARY MUNNS. Deep mauve.

NORA. Buff yellow, tinged bronze.

ROSA WILMOTH. Light pink, one of the most attractive for cutting.

SONIA. Rich reddish purple, like the large flowered Sonia.

PRICE of All Pompon Dahlias, Each 75c; 3 for \$2.00

PLEASE NOTE: After June 1, we reserve the right to fill orders with green plants, instead of tubers.

Dahlia Tubers are again scarce, therefore please make first and second choice, or indicate if we may substitute.

Dahlias in Mixture

Tubers from the display of Dahlias in one of our large beds that thousands of visitors admired. All varieties, large and small (very few Pompons) Cactus and Decorative, are included in this grand assortment. All are named varieties, but unlabelled.

Special—4 for \$1.00

DWARF DOUBLE DAHLIAS

As colorful as Zinnias, just as easy to grow, they bloom for a much longer season. For bedding or cutting.

Tubers—6 for \$1.00

Paul J. Howard's CACTUS and HYBRID CACTUS DAHLIAS

Flowers of this type are double, beautifully formed, with long graceful petals, sometimes incurved and twisted, on long strong stems, not too large for artistic flower arrangements. Plants are very free flowering, of strong, vigorous growth, and splendid for garden display.

BILL ARBURY. Lovely creamy white blooms of exceptional size and depth. Strong, branching plants. \$1.50.

BLUMENSPIEL. Flowers of unique coloring, showy orange red with gold markings; medium size. Free flowering. \$1.00.

DION. Bright yellow of lovely form, on wiry stems, for easy flower arrangements. \$1.25.

EL MONTE. Rich golden yellow. \$1.00.

GERMANTJE. An exquisite pink, shading to white at the center. 75c.

HIS EMINENCE. Glowing deep red, showy in the garden, and a lovely cut flower. 75c.

LITTLE JENNY. Apricot yellow, with white shading. 75c.

MARKET JEWEL. Rich deep maroon, of graceful small size. 75c.

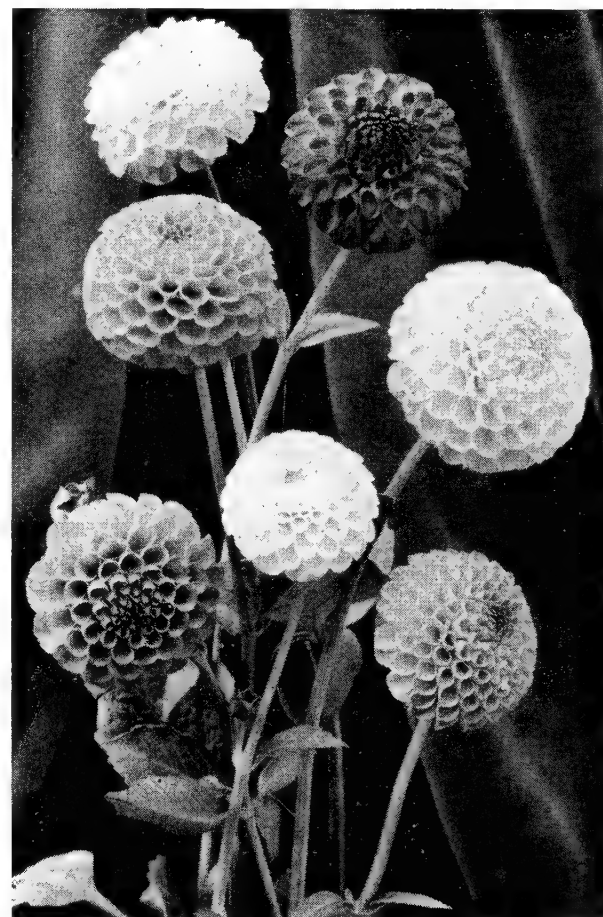
MME. JUSSIANT. One of the prettiest true Cactus Dahlias, deep lavender. Large blooms on long straight stems, exceptional keeping qualities. 75c.

RICKY. Fine rich yellow and bronze, good cut flower. \$1.50.

ROYALTY. Lovely miniature cactus type of delicate lavender, attractive for bouquets. 75c.

SNOW QUEEN. Small white flowers of attractive form, splendid for cutting. 75c.

Pompon Dahlias, favorites for Cut Flowers.





LARGE FLOWERING COMMERCIAL CHRYSANTHEMUM

How to Grow Fine Chrysanthemums

Rich garden soil, good drainage, and a sunny position are essential. Water plants regularly and very thoroughly. Fertilize once a month with commercial or liquid fertilizer, until flower buds begin to show color. Pinch back tips of plants when you set them out. If you want quantities of bloom, pinch back several times, to make plants bushy. Spray types,—Anemones, Pompons and Singles, are grown this way. For large exhibition flowers, leave 4 or 5 main stems and disbud, allowing strongest bud to remain on each stem. For the finest flowers, set out new plants or rooted cuttings each year.

Large Flowered Commercial Chrysanthemums

For long stemmed cut-flowers in the home, and for florist use.

ANACONDA. New. Beautiful coppery red with golden bronze reverse; flowers uniformly large, on strong stems, with heavy deep green foliage. Blooms mid-November.

ALBATROSS. Very fine incurved white. Late October.

CELESTRA. Beautiful incurved lemon yellow. October.

FRIENDLY RIVAL. One of the most popular, brilliant yellow, incurved. November 15.

GARNET KING. Rich garnet red, reflexed petals. Easy to grow, healthy deep green foliage; flowers uniformly perfect. Late November.

PRICE: Each 25c; 10 for \$2.00; \$18.00 per 100.

HARVARD. Deep crimson, reflexed petals, on low growing plants. Mid-November.

HILDA BERGEN. Dark reddish bronze, incurved, on stems of medium height. Late October.

MAJOR EDWARD BOWES. Bright rose pink, incurved, on stems of medium height; splendid foliage; early.

MARKETEER. Very large incurved white of beautiful form. Mid-November.

ORCHID QUEEN. Lovely orchid pink, incurved, on stems of medium height. Mid-November.

SMITH'S EARLY WHITE. Very tall growing, lovely incurved white blooms. Very early, blooming October 5.

Single Chrysanthemums

Open centered flowers in graceful sprays, charming as decorations in baskets and vases.

APRICOT VALENCIA. Lovely single flowers of deep apricot buff.

DARK PINK VALENCIA. One of the showiest cut flowers, large deep pink, on long stiff stems.

EUROPA. Large cardinal red. November 10.

MASON'S BRONZE. Brilliant burnt orange. November 10.

OCTOBER PINK. Medium pink, early.

ROSALIND. Fine rose pink, tall, late.

YELLOW DAISY. Deep lemon yellow, of medium height.

WHITE FRAGRANCE. Lovely single white flowers of delightful fragrance, with rich yellow centers. Vigorous, free flowering, late October.

PRICE: Each 25c; 10 for \$2.00; \$18.00 per 100.

California Flowerland CHRYSANTHEMUMS

Masses of lovely showy flowers, richly colored and diverse in form, produced from early fall until winter, and ease of culture, make Chrysanthemums favorites everywhere.

Strong potted plants are ready in April. Dates given are average flowering time. May is the best time to set out Chrysanthemums in Southern California. If planted too early, they will bloom before fall.

All Chrysanthemum plants are sent at purchaser's expense.

Exhibition Chrysanthemums

The largest flowered type, magnificent when disbudded. For show purposes and for large cut flowers, allow one to three blooms to each plant.

BRONZE FRICK. Beautiful deep bronze incurved blooms. Very early.

BRONZE TURNER. Rich buff bronze, incurved; medium height. Blooms November 1.

CHATTANOOGA. Splendid new incurved white; medium height. Blooms very early.

HARVEST MOON. One of the largest bright yellow; strong stemmed, needs no staking. Early November.

HELEN FRICK. Lovely deep lavender, incurved. Late November.

MARIE DE PETRIS. Rich deep golden yellow, incurved, on stocky stems. Blooms late November.

PINK TURNER. One of the finest and most popular. Large incurved blooms of lavender pink. November 1.

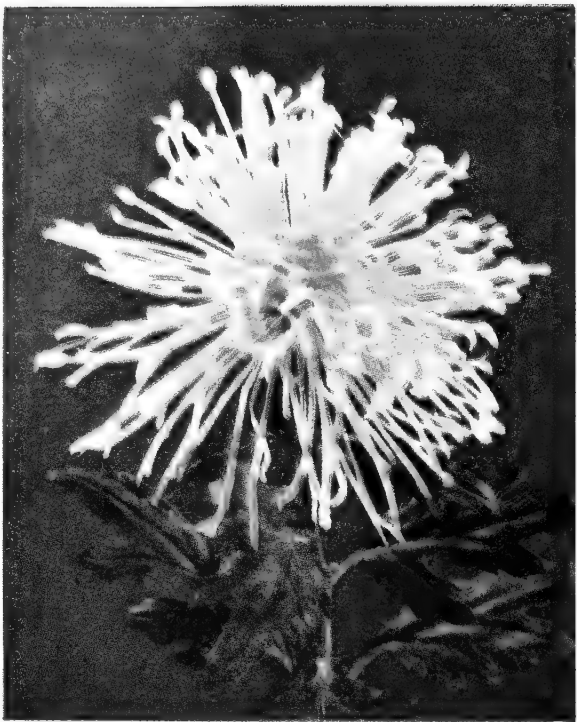
WHITE FRICK. A beauty, wonderful white incurved blooms suffused with pink. Heavy stems of medium height. Late November.

YELLOW TURNER. Showy yellow incurved blooms. Medium height; early November.

PRICE of Exhibition Chrysanthemums; Each 35c; 10 for \$3.15;
\$25.00 per 100

SINGLE CHRYSANTHEMUMS



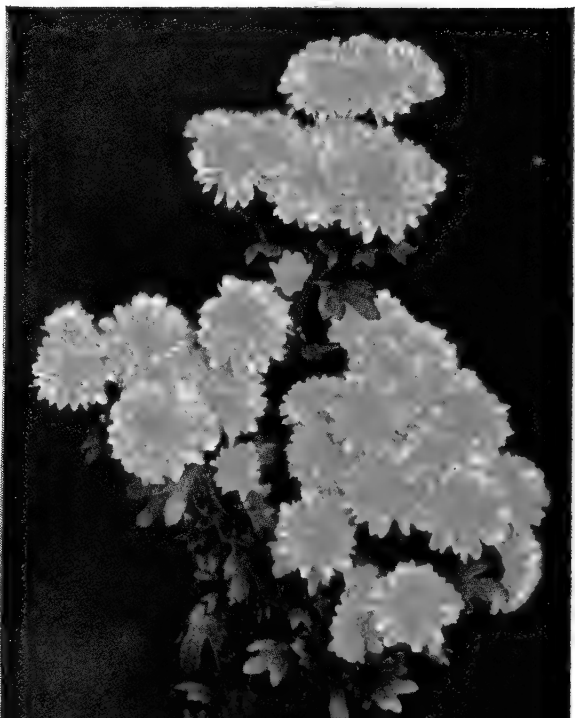


PEGGY ANN HOOVER



BUTTON POMPON PINK PEARL

POMPON CHRYSANTHEMUM
BRONZE MASTERPIECE



Paul J. Howard's California Flowerland Feathery & Spidery Chrysanthemums

We have a wonderful collection of these interesting and strikingly beautiful types, which, with their curiously formed petals, often hanging down many inches, make unique and artistic decorations in baskets and vases. They may be disbudded, attaining large size, and attract attention at shows. For home use and display they are among the most preferred types.

WHITE PEGGY ANN HOOVER. Like the popular Peggy Ann Hoover in form, but lovely white flowers. Low growing, sturdy, blooms late October. **Each 50c; 10 for \$4.50.**

YELLOW RAYONANTE. Clear yellow sport of White Rayonante. A wonderful 'Mum for cutting, grown in sprays or disbudded. **Each 50c; 10 for \$4.50.**

BRONZE CHIEF. Fine bronze spidery flowers, with strong stems of medium height. Late November.

BUTTERFLY. Long tubular hooked petals with spoon-like tips. Fine canary yellow, strong stems; late October.

F. J. TAGGART. Deep yellow quilled petals, covered with tiny hairs.

J. C. TAGGART. Deeply quilled petals of rich orange bronze, covered with hairs.

PATRICIA NELSON. Striking red and gold, full narrow-petalled flowers, lovely in corsages and table decoration.

PEGGY ANN HOOVER. Very large feathery flowers, 9 inches in diameter when disbudded. Delicate lavender, one of the loveliest of all.

PURPLE PRINCESS. Silvery purple with quilled petals, strikingly artistic, very large when disbudded.

MARILYN. Very fine spidery flowers, artistically formed, of old rose and lavender. Dwarf, compact habit of growth.

MISS GENA HARWOOD. Long cord shaped petals of rosy mauve. Grows very large when disbudded.

RAYONANTE. Long, light pink cord-shaped petals, very large when disbudded.

SILVER LACE. The finest white spidery type, graceful, fluffy pure white. Flowers will attain a diameter of 9 inches if disbudded to six blooms to a plant.

SONNY'S BEAUTY. Long cord-shaped petals, beautiful bright pink.

WHITE RAYONANTE. Very full, double flowers of pure white; petals long and cord-shaped.

Price of Feathery and Spidery Chrysanthemums: Each 35c; 10 for \$3.15; \$25.00 per 100

Anemone Flowered Chrysanthemums

Two or more rows of petals surrounding a cushion center of contrasting color. Flowers are produced in beautiful sprays.

BRONZE SUPREME. Large light bronze, suffused with pink.

CITRUS QUEEN. One of the handsomest and most free flowering. Large rounded flowers with six rows of lemon yellow petals, cushion bright orange. Late.

ENCHANTRESS. Lovely large deep pink, six inches across if disbudded, on strong stems. Late.

GARZA SUPREME. Fine pure white with yellow cushion. Late.

HELIOS. Deep golden yellow.

GRACELAND. Pure white with golden yellow cushion, an excellent pot plant. Mid-season.

LONG ISLAND BEAUTY. Exquisite pale pink with yellow cushion.

RED ROLINDA. Rich deep reddish bronze.

SUZANNE MILLER. Interesting buff yellow with bronze cushion.

THE TITAN. Bronze red petals and cushion; very large. November 10.

WHITE NORMA. Massive white blooms with golden center; one of the best for cutting.

PRICE: Each 25c; 10 for \$2.00; \$18.00 per 100.

Pompon and Button Chrysanthemums

Pompons grow in sprays, and may be disbudded for larger flowers, or for pot plants. The Button type has small, tight-petalled flowers. Both are ideal for massing in the garden.

Medium and Large Pompons

BRONZE MASTERPIECE. Apricot bronze.

CAPTAIN COOK. Fine lavender pink; tall growing, blooms in October.

CHICAGO PEARL. Ivory white; bushy plants, medium height.

GOLDSMITH. Golden yellow, blooms late; splendid pot flower, plants of medium height.

JESSIE. Deep lavender pink; medium tall; blooms late October.

NATOMA. Grand showy novelty, with large flowers of brilliant tomato red; vigorous, blooms late October.

ROBIN HOOD. Dark red and bronze; November 1.

SNOW. Ivory white blooms of medium size; very late, blooms for Christmas.

YELLOW SNOW. Splendid Christmas flowers of deep lemon yellow.

Button Types

CLARA JAMESON. Large button flowers, bronze and bright scarlet.

JEWEL. Perfectly formed bright clear pink.

MASTERPIECE. Tourmaline pink, medium height.

NUGGETS. Dwarf plants, light lemon yellow.

PINK PEARL. Small pompon flowers of rosy pink; early.

PRICE of all Pompon Chrysanthemums: Each 25c; 10 for \$2.00; 100 for \$18.00.

All Prices on Chrysanthemums include postage or express charges through the third zone

IRIS KAEMPFERI

Among the most gorgeous of all garden flowers, of richest colorings, silky petals and lovely form, Iris Kaempferi have a long blooming season, from May to July, and are of easiest culture. Plant them in masses, around pools, or in the border.

Iris Kaempferi will grow in full sun or partial shade, in good garden soil mixed with peat moss or leaf mold. Give them plenty of water in their growing season, which is from early spring until fall.

We offer below a grand collection of large flowered, named Iris Kaempferi.

BLUE WAVES. Very large, semi-double greyish blue and wisteria blue, with showy gold center. Coloring varies from blue to very light blue.

CATHARINE PARRY. Double blue, overlaid rosy red, high tufts in center.

DARK CLOUDS. Double flowers, beautifully ruffled, uniform self blue, orange markings in center.

EXCITED BEAR. Showy double flowers of intense claret red, with tufted center and deep yellow throat

JOHN LEWIS CHILDS. Single white, delicately veined blue, center light mauve.

MAHOGANY. One of the showiest, and latest to bloom. Double, velvety mahogany red, crested petals

LA FAVORITE. Fine large double white, conspicuously veined blue, purple center.

LILLA COX. Double petunia-violet, bluish center and bright orange spot on each petal.

REPSIME. Giant double light blue, with wide white margins.

SUBOTAI. Attractive single rosy red.

VIOLET RAY. Large six-petalled flowers of violet red.

WILLIAM TELL. Lovely creamy white with lilac, six petals; of upright growth.

Above Iris Kaempferi 3 for \$1.45; Dozen \$5.00

COLLECTION: 1 Each of the Above 12 Iris Kaempferi, each one labelled, for \$5.00, prepaid.

AZTEC LILY



TIGRIDIA



CALIFORNIA FLOWERLAND MIXTURE

IRIS KAEMPFERI

From our fields of these lovely plants. This mixture contains all shades, both single and double varieties, a wonderful blend.

NEW LOW PRICE

3 for \$1.00; Doz. \$3.00; 100 for \$20.00, prepaid.

AZTEC LILY

The gorgeous red orchid-shaped flowers of this plant from Mexico are among the most striking of all bulbous blossoms. Of graceful appearance, with narrow recurving petals, they are produced in late spring and summer on plants resembling Amaryllis, to which the culture is very similar. They grow equally well in pots or in the garden. Strong divisions, in October and November. **3 for \$1.40; dozen, \$4.50.**

NERINE BOWDENI

These rare and lovely flowers have the grace and charm of orchids, and spring from the ground like magic in late summer, after the foliage has completely died down. Planted in groups or borders, they are highly effective and make wonderful cut flowers. Culture same as Amaryllis. **Each \$1.00; 3 for \$2.50; dozen \$9.00.**

TIGRIDIA

MEXICAN SHELL FLOWER

Striking large blossoms, marked in brilliant colors of orange, yellow, rose and white. Bloom continuously all summer. Plant them in February and March, in beds and borders, for a brilliant display of color, setting the bulbs 4 to 8 inches apart, and 3 inches deep.

3 for 50c; Dozen \$1.75, postpaid. (Ready in February).

NERINE BOWDENI





New Ruffled White Iris **SNOW FLURRY**

A ruffled white Iris of outstanding beauty. Both standards and falls are deeply frilled and fluted, of pure ice white, very faintly flushed with palest blue. Plants are exceptionally vigorous and tall, with heavy luxuriant foliage. **Each \$3.00; 3 for \$7.50.**

ALICE HARDING. An Iris that should be in all gardens. For its freedom of bloom and pleasing soft yellow color, you will find it a perfect subject for beds and solid borders. It is a color that blends well, and sets off other colors, so it should be included in every collection. **Each 35c; 3 for 90c; 10 for \$2.75.** Plant it in quantity.

ANNE MARIE CAYEUX. Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. **Each 35c; 3 for 90c; 10 for \$2.75.**

BENJAMINE. This is one of the unique French Iris in our fields, with odd coloring difficult to describe. Standards are soft slate grey, falls reddish purple marked with gold, giving the effect of fashionable beige grey and orchids. **Each 50c; 3 for \$1.25.**

BLUE TRIUMPH. Large flaring flowers of heavy substance, clear light blue; tall, does well everywhere. **Each 35c; 3 for \$1.00; 10 for \$2.75.**

CARAVELLE. Standards rosy white, falls lilac; a charming new tint in Iris. **Each \$1.00; 3 for \$2.00.**

CARVED IVORY. A very fine Iris of deep cream color, beautiful form and good size; well branched stems. Blooms midseason. **Each 50c; 3 for \$1.25.**

CHARMEUR. Delicate orchid pink, a delightful new fresh color; flowers beautifully formed, effective for cutting and in the garden. Exceptionally free flowering. **Each 35c; 3 for 90c; 10 for \$2.75.**

EASTER MORN. Glistening pure white, lovely, tall branching stems 3½ feet. **Each 35c; 3 for 90c; 10 for \$2.75.**

ECLADOR. A sensational rich deep golden yellow, from France. Flowers of great size and substance with velvety sheen. Vigorous, with heavy branched stems. **Each 50c; 3 for \$1.25.**

EL CAPITAN. Very fine, tall, clear light violet. **Each 35c; 3 for 90c; 10 for \$2.75.**

EPI D'OR. A charming dwarf Iris for edgings. Blooms are richest yellow, self color, very freely produced. Most effective with other gold, or bronze toned varieties. **Each 50c; 3 for \$1.25; 10 for \$4.00.**

Paul J. Howard's HARDY IRIS

Hardy Iris are most effective in perennial borders and among shrubbery, and one of the easiest plants to grow. Choose a sunny, well-drained location, with good garden soil. If soil is poor, fertilize with good commercial fertilizer or bone meal, in fall and once or twice in spring. Set plants 12 to 18 inches apart, and just cover the rhizomes. Water thoroughly after planting, and keep moderately moist after that. Iris may be planted any time from June to winter.

The Iris offered below are outstanding in beauty and coloring, selected from the finest of American and French Iris gardens.

Prices include postage through the fourth zone (within 600 miles of Los Angeles).

Please add sales tax to all California orders.

Paul J. Howard's Collection of COLORFUL IRIS

Save money on these fine Iris, by taking advantage of these special collection prices. A collection of Iris will make a most acceptable gift for gardening friends.

BENJAMINE. Mauve50
BLUE TRIUMPH35
ECLADOR. Golden Yellow50
EL CAPITAN. Light Blue35
INDIAN CHIEF. Deep Red35
MANDARIN. Orange Yellow75
MINISTRE FERNAND DAVID. Red-Purple50
MME. LOUIS AUDREAU. Mauve and White50
PURISSIMA. Giant White35
Catalog Price	\$4.50

Postpaid through Zone 4

COLLECTION PRICE

One each of the above Iris, 10 plants for.....	\$3.00
Three each, 30 plants for.....	\$8.25
Six each, 60 plants for.....	\$15.00

FRANCHEVILLE. Enormous flowers on tall branching stems. Standards fawn, tinged lilac; falls purple edged with lavender and brown; brown veins and orange beard. **Each 35c; 3 for 90c; 10 for \$2.75.**

GENEVIEVE SEROUGE. Pastel tawny yellow, flushed pale blue; falls lilac and pale flax blue, edged soft yellow. Large, massive flowers on tall, branched stems. **Each 50c; 3 for \$1.25.**

GOLDEN MAJESTY. Deep golden, nearly orange-yellow; large, beautiful flowers of soft gold; does not fade. **Each \$1.50; 3 for \$4.00.**

HAPPY DAYS. Startlingly beautiful immense clear yellow. Tall branching stems, each producing seven or eight massive blooms; very showy. **Each 35c; 3 for 90c; 10 for \$2.75.**

HERMIONE. Large flowered French variety with bronze tinted heliotrope standards, and spreading falls of maroon, tinted yellow; throat yellow and brown. **Each 50c; 3 for \$1.25.**

INDIAN CHIEF. Strikingly showy, the falls deep velvety red, standards rosy red, of heavy substance, on well branched stems; vigorous, free flowering. **Each 35c; 3 for \$1.00; 12 for \$2.50.**

LOS ANGELES. Large white flowers faintly edged blue. **Each 35c; 3 for 90c; 10 for \$2.75.**

LUX. Vivid and striking, standards brilliant old gold suffused apricot; falls flaring, brownish rose shaded carmine, with golden sheen. **Each 75c; 3 for \$2.00.**

MANDARIN. Handsome showy flowers of glowing orange yellow. **Each 75c; 3 for \$1.75.**

MINISTRE FERNAND DAVID. Richly colored French variety, with standards of silky reddish purple and falls a deeper, glowing red-purple. **Each 50c; 3 for \$1.25.**

MME. LOUIS AUREAU. One of the finest, distinct and different. Standards creamy white, stippled rosy mauve, darker at edges, and veined brown at base. Falls of same beautiful blend of color. **Each 50c; 3 for \$1.25.**

NEMO. Magnificent bright violet blue self color; fragrant and effective; huge flowers on branched 4 ft. stems. **Each 50c; 3 for \$1.25.**

PALADIN. Very large, broad lavender falls, bordered and flushed green gold, standards pale gold. **Each \$1.00; 3 for \$2.50; 10 for \$8.00.**

PALE MOONLIGHT. Uniform pale blue, on tall strong stems; lovely against a setting of deep green shrubbery. **Each 35c; 3 for \$1.00; 10 for \$2.75.**

PHARAOH. Huge flaring flowers of straw yellow self color; free flowering. **Each 50c; 3 for \$1.25.**

PLURABELLE. Standards golden yellow, with contrasting falls of reddish mauve, lighter at edges. **Each 50c; 3 for \$1.25.**

PRESIDENT PILKINGTON. A magnificent Iris of unusual coloring; standards pale buff with blue suffusion; falls wide and flaring, soft lavender edged silvery brown. **Each 35c; 3 for 90c; 10 for \$2.75.**

PURISSIMA. Lovely pure white, of giant size and perfect form. **Each 35c; 3 for 90c; 10 for \$2.75.**

SAN GABRIEL. One of the finest in cultivation. Large flowers of lustrous lavender, flushed with rosy mauve, delicately fragrant. Very vigorous and tall, some stalks attaining a height of 6 ft. **Each 35c; 3 for 90c; 10 for \$2.75.**

SANTA BARBARA. Lovely large lavender blue self color. **Each 35c; 3 for 90c.**

TOMBOUCTOU. Clear deep mauve without any shading; one of our most interesting and artistic French Iris. **Each 35c; 3 for 90c; 10 for \$2.75.**

WILLIAM A. SETCHEL. One of the largest and richest colored Iris grown; standards steel blue, falls deep violet blue, on tall, well branched stems. Free flowering, vigorous, 4 feet tall. Blooms midseason. **Each \$1.25; 3 for \$3.00.**

IRIS ORCHROLEUCA

Tall stately plants, often five feet high, forming handsome clumps that bloom over a long period. Flowers are most artistic, with about the same form and substance as Dutch Iris, lasting a long time when cut. They thrive best in rich moist soil, and are splendid for background planting, and near pools. We have both **Creamy White** and **Golden Yellow**. **3 for \$1.45; Dozen \$4.80.**



California Flowerland Camellias

We have one of the finest collections of Camellia varieties in the West, many not listed here. Those interested in Camellias should visit California Flowerland from November to May, to see them in bloom.

Camellias are not difficult to grow, succeeding everywhere on the Pacific Coast except in desert and high mountain regions. Plant them as ornamental flowering shrubs in shade or semi-shade, using plenty of leaf mold or peat in the soil.

ADOLPHE AUDUSSON. Immense blooms of red and white, variegated. Plant is vigorous, compact, slow growing. Rare and exceptionally fine. 1-gallon cans, each \$5.00; 5-gallon cans, each \$12.50.

ALEXANDER NOWLIN. Double, large, deep centered symmetrical flowers of gorgeous rich red, flushed white. Blooms from March to May. Fine and scarce. 1-gallon cans, each \$3.50; 5-gallon cans, each \$12.50.

ALOHA (Arojishi). One of the earliest and finest, very double peony-form, deep rose pink to rich crimson. Dark glossy green foliage. 1-gallon, each \$3.50; 5-gallon cans, each \$12.50.

AUGUSTE DELFOSSE. Double, high centered flowers of carmine red, with occasional white stripe on petals. 1-gallon cans, each \$2.50; 5-gallon cans, each \$7.50.

BELLA ROMANA. Lovely large double white with crimson stripes, loosely petalled; free flowering and popular. 1-gallon, each \$3.00; 5-gallon, each \$10.00.

BLOOD OF CHINA. (Victor Emmanuel). Deep velvety red flowers of loose peony form. Vigorous spreading plants with rounded glossy foliage; blooms freely, from February to April. 1-gallon, each \$3.50; 5-gallon cans, each \$12.50.

CHANDLERI ELEGANS. One of the most popular, and one of the most beautiful of all Camellias. Flowers often 7 inches across, are rose pink, lightly splashed with white, and beautifully displayed on the plants against a background of large, glossy leaves. Free flowering, February to March, wonderful for corsages. 1-gallon, each \$3.00.

COLONEL FIREY. Magnificent symmetrical open flowers, rather flat, often 5 inches across, of glowing red. Free flowering, late. Considered by many the finest red Camellia. 1-gallon, each \$3.50; 5-gallon, each \$12.50.

C. M. HOVEY. Splendid rose form, with broad waxy petals, deep rose marbled with white. Foliage is deep green, pointed. Vigorous, compact plants, blooming from December through March, in shade or half-shade. 1-gallon cans, each \$3.50; 5-gallon cans, each \$12.50.

DAIKAGURA (Variegated). Very early and free flowering. Large, double loose-petalled flowers of deep rose and white. 1-gallon, each \$3.50; 5-gallon, each \$10.00.

DEBUTANTE. (Sarah C. Hastie). Fine double flowers of medium size, delicate light pink. Tall vigorous plant, hardy; a splendid corsage flower. 1-gallon, each \$3.50.

ECSTASY. Flowers are clear pink, fully double, and medium to large size. 1-gallon, each \$3.00; 5-gallon, each \$10.00.

EMPRESS. (Grandiflora Rosea). Huge, semi-double flowers, clear rose pink, of exquisite beauty. Vigorous compact plant with handsome foliage, blooms from January to March. 1-gallon, each \$3.50; 5-gallon, \$12.50.

ELENA NOBILE. Brilliant flame red flowers, double, with showy yellow stamens. Will stand considerable sun, blooms from February to April. 1-gallon cans, each \$2.50; 5-gallon cans, each \$10.00.

ELLA DRAYTON. Large double flowers of rich red; free flowering. 1-gallon cans, each \$3.50.

ENRICO BETTONI. Very large flat flowers, semi-double to peony form, of light rose pink. Plants grow rapidly, blooms freely from February through March. 1-gallon cans, each \$2.50; 5-gallon cans, each \$10.00.

FINLANDIA. Beautiful large open flowers, semi-double white with showy golden stamens. Petals clean cut, of fine substance. Compact plants, heavy foliage. 1-gallon, each \$3.50; 5-gallon, \$12.50.

FRANCINE. Like Chandleri Elegans in form and habit of growth, but flowers are pure rose pink. 1-gallon cans, each \$3.00; 5-gallon cans, each \$12.50.

GOSHOGURUMA. Lovely single, deep velvety red, with tufted center of petaloids and golden stamens; vigorous plant of upright growth. 1-gallon cans, each \$2.50; 5-gallon cans, each \$10.00.

GOV. MOUTON. Large peony form, broad petals of deep red, marbled white. Vigorous open bush, will stand considerable sun. January to March. 1-gallon cans, each \$3.50; 5-gallon cans, each \$12.50.

GYPSY. One of the darkest reds, the fully imbricated double deep red flowers opening from black buds. 1-gallon cans, each \$2.50; 5-gallon cans, each \$10.00.

HERME. (Jordan's Pride). Flowers are light rose pink, bordered white, very large, double, and fragrant. Tall strong plants, bloom from November to April. 1-gallon cans, \$2.50; 5-gallon cans, each \$8.50.

JULIA DRAYTON. One of the most popular; showy, double deep red, symmetrical flowers of huge size. 1-gallon cans, each \$3.50; 5-gallon cans, each \$10.00.

KUMASAKA. Finest deep pink flowers, very large double rose form, broad petalled. Tall, free flowering, January to March. 1-gallon cans, each \$3.00; 5-gallon cans, each \$10.00.

LAUREL LEAF (II Tramento). Clear light pink, symmetrical double flowers of lovely form, with curving petals. Compact plant, light green foliage, blooms November to March. 1-gallon cans, each \$5.00.

MARASCHINO. Bright cherry red, round petals form cup-shaped blooms, lighter at the center. Vigorous plants, mid-season to late. 1-gallon cans, each \$2.50; 5-gallon cans, each \$10.00.

MARCHIONESS OF EXETER. Peony-formed, large blossoms of rich pink, 4 to 5 inches across, long lasting. Spreading plant blooms freely, December to March. 5-gallon cans, each \$10.00.

MONARCH. Deep pink flowers of enormous size, peony form, with large outer petals and clusters of stamens and petals at center. Beautiful foliage and compact grower. 1-gallon cans, each \$3.50; 5-gallon cans, each \$10.00.

PAUL J. HOWARD'S WHITE. (Improved Alba Plena.) Beautifully formed double blooms of waxy white. 1-gallon cans, each \$3.50.

PINK BALL. Lovely corsage flower, shell pink deepening as flowers age. Very large broad outer petals. Vigorous, shapely plant, blooming freely from November through March. 1-gallon cans, each \$3.50; 5-gallon cans, each \$10.00.

PINK PERFECTION. Popular light pink, perfectly symmetrical and double; a favorite corsage flower. Blooms constantly from October to April. 1-gallon cans, each \$1.75; 5-gallon cans, each \$7.50.

PINK STAR. Very large flowers of bright rose pink, with pointed outer petals, giving the effect of a star; golden stamens interspersed with inner petals. Compact, hardy plant, pointed leaves; one of the best. Blooms January to March. 1-gallon cans, each \$3.00; 5-gallon cans, each \$10.00.

PURITY. Large double symmetrical, ivory white flowers, sometimes with yellow stamens. Most popular white. 1-gallon cans, each \$2.50.

ROSITA. Broad petalled, medium size, double rose pink. Strong growing, tall plant. 5-gallon cans, \$7.50.

SALMON QUEEN. Large, showy, double salmon pink, an unusual shade in Camellias. 1-gallon cans, \$3.50; 5-gallon cans, \$10.00.

STARDUST. Dark pink of Chandleri type, broad outer petals, stamens and petaloids interspersed. 1-gallon cans, each \$3.00; 5-gallon cans, each \$10.00.

TRICOLOR SIEBOLDI. (Wakanoura Variegated). One of the most striking and free flowering. Semi-double, with thick glistening petals of white, marked and splashed vivid red. Blooms over a long period. 1-gallon cans, each \$3.00; 5-gallon cans, each \$10.00.

WILLIAM S. HASTIE. (Purple Emperor-Purple Dawn). Perfectly formed, symmetrical flowers of beautiful dark red, produced freely from February to April. Hardy, pointed foliage, will stand some sun. 1-gallon cans, each \$3.50; 5-gallon cans, each \$12.50.

CAMELLIA RETICULATA

Rarest, and considered by collectors the most gorgeous of all Camellias. Its flowers are among the largest, and defy description.

Wavy petals of silk-like texture are rosy red, with a seeming purple cast that gives the flower the appearance of actually radiating light. When you see this lovely Camellia in bloom you will desire to own it above all others.

1-Year Grafted Plants, ea. \$15.00
2-Year, Blooming Size, ea. \$30.00



AUTUMN GLOW
(Plant Patent No. 686)

WINTER CHEER
(Plant Patent No. 683)



Paul J. Howard's California Flowerland HYBRID GERANIUMS

Paul J. Howard takes pride in presenting this new race of Hybrid Geraniums. All of the Flowerland Four are compact and low growing, attaining a height of approximately 30 inches at maturity. Fully grown plants often display 40 to 50 immense trusses of blooms.

In all varieties, dense foliage clothes the branches of the plants in a perfect crown of green. The crisp foliage is a perfect foil for the lovely heads of bloom.

The flower heads are borne in continuous profusion, literally smothering the plants with color. They are giant single flowered Zonals, distinguished by refreshing colors. Three have distinct

AUTUMN GLOW (Plant Patent No. 686)

With eyes bright and decked out in the glowing tints of autumn, the beautiful gypsy of this Geranium family makes her debut. The deep russet florets with their white eyes are closely clustered, giving the fully opened flowers form and substance. When all are fully open, rays of light emanating from the white centers of the florets indirectly flood the surface of the petals, heightening in color the soft undertones of vermillion, orange and many intervening shades that combine to make the festive colors of the fall. **Autumn Glow**, in her russet dress, is the most colorful of this new Geranium family, and is alluded to as the "Glamour Girl" of the California Flowerland Four.

WINTER CHEER (Plant Patent No. 683)

A new and lovely Geranium of soft pastel pink, easily surpassing all Geraniums of the same color tone available at the present time. The individual petals of the florets touch or slightly overlap, lending to each individual flower the form of a perfect pansy. All of the florets comprising the large trusses of color are rounded into compact heads, equaling the finest phlox or dwarf hydranges in form. While not as brilliant or as dazzling as Spring Glory, Summer Charm or Autumn Glow, **Winter Cheer**, in her silken dress of pink pastels, equals in beauty her three illustrious sisters that comprise the California Flowerland Four.

Price of each of these marvelous California Flowerland Four Geraniums:

Each \$1.25; The Set of Four, for \$4.00

(For Other Geraniums and Pelargoniums See Page 32)

Paul J. Howard's GERANIUM SEED

Our California Flowerland Geranium Seed freshly harvested from choicest named varieties and from novelties as yet unnamed. Fascinating types and colors are included—reds, salmon and rose pinks, white, and two-toned varieties.

Seed germinates readily in a flat of sand, soil and leaf mold, and seedlings will soon be ready to transplant to pots or garden.

Generous packet, \$1.00

white eyes, the other is a glorious new clear self color. All who have seen these Geraniums at California Flowerland have marvelled at their beauty and great vigor. Whether used for planting broad borders, mass planting, or individual pot culture, these lovely Flowerland Four will provide those who appreciate and wish to grow the fine Geraniums, with the acme of success.

We have appropriately named them for the four seasons, symbolizing their quality of blooming practically the year around.

These Flowerland Four Geraniums have been patented, and propagation is prohibited.

SPRING GLORY (Plant Patent No. 685)

A glowing debutante making her first appearance among the colorful society of lovely Geraniums. **Spring Glory** will be sure to cause gossip and comment, her beauty is so vivacious and spring-like. Thirty-five to forty perfectly formed florets are precisely placed in the crown or truss. These individual florets are lovely in themselves, but opening altogether as one large blossom, the effect is positively gorgeous. The large white eye of each floret radiates the light, enhancing the lovely blending of vermillion, soft rose and azalea pink. In fact, all the beautiful pastels of spring come into their own and were never more truly exemplified than in the new Geranium **Spring Glory**, another lovely sister of the California Flowerland Four.

SUMMER CHARM (Plant Patent No. 684)

With all the coquetry of a summer girl, **Summer Charm** raises a perfect parasol of beauty above her crinkly dress of green. The delicate color of the thirty-five to forty silken florets varies between geranium lake and soft rose, casting over the entire ensemble of the open flower a rosy alpine glow. The fine heads of bloom, with white eyes and rosy lake petals, are carried with poise and style, denoting that **Summer Charm** is well bred and vies with her proud sisters in beauty. **Summer Charm** is another fine Geranium that belongs in the family circle of the California Flowerland Four.



SPRING GLORY
(Plant Patent No. 685)

SUMMER CHARM
(Plant Patent No. 684)



A NEW BOOK ON GERANIUMS

By Helen Van Pelt Wilson

A new slant on an old-fashioned plant in this guide to all Geraniums of the Pelargonium class. Gardeners from Maine to California, enthusiasts with window plants or greenhouse collections, will find a stimulating account of a fascinating subject. Included are chapters on Scented-Leaved, Ivy, Climbing, Cactus and Lady Washington varieties. If Geraniums aren't your hobby when you start this book, they will be when you finish.

Price \$2.75, postpaid

California Flowerland FLOWER SEEDS

All Flower Seeds are sent postpaid, anywhere in the United States.

AGERATUM. Blue Perfection. Deep blue, 9 inches high. Pkt. 25c
Midget Blue. Lilac Blue, 2 to 3 inches. Pkt. 25c

SWEET ALYSSUM. Violet Queen. Pkt. 25c; 1/4 oz. 75c
Carpet of Snow. Very dwarf, compact, 3 inches high. Pkt. 25c; oz. 85c
Little Dorrit. White, compact, 6 inches high. Pkt. 25c; oz. 85c

AQUILEGIA. Columbine. Long Spurred Hybrids, Mixed Colors. Pkt. 25c

ASTERS. Giant Crego, Wilt Resistant. Azure Blue, Deep Rose, Shell Pink, Peach Blossom, Royal Purple, White and Mixed Colors. Pkt. 25c

Giant California Sunshine Asters. Quilled yellow center surrounded by broad petals. Mixed colors. Pkt. 25c
Single Giant Asters. Mixed colors. Pkt. 25c

CARNATION. Perpetual Flowering Giants. Blood Red, Spectrum Red, Rose, Salmon, Yellow, White, and Mixed Colors. Pkt. 25c

CELOSIA Plumosa. Pride of Castle Gould. Feathered Cockscomb. A blend of Crimson, Gold and Yellow, in Mixture. Pkt. 25c
Royal Velvet. Crested Cockscomb. Velvety red, bronze foliage. Pkt. 25c

DUSTY MILLER. Centaurea candidissima. Pkt. 25c

CLEOME. Pink Queen. Spider Plant. Pkt. 25c

COREOPSIS. Mayfield Giant. Yellow. Pkt. 25c
Double Sunburst. Pkt. 25c

COSMOS. Lady Lenox. Late flowering, tall. Pink and White, in Mixture. Pkt. 25c
Sensation. Early. White, Red, Pink, and Mixed Colors. Pkt. 25c
Orange Flare. Semi-Double. Pkt. 25c

CYNOGLOSSUM. Chinese Forget-Me-Not. Firmament. Dwarf Blue. Pkt. 25c

DAHLIA. Paul J. Howard's Dwarf Hybrids. For bedding, Double and Semi-Double, Mixed Colors. Pkt. 25c

DELPHINIUM. Pacific Giant Hybrids. Deep Blue, Medium Blue, Light Blue, Lavender Pastel Shades, White, and Mixed Colors. Pkt. 50c

DIANTHUS. Pinks. Westwood Beauty. New. Large flat single flowers, mostly crimson, free flowering. Pkt. 50c

Winteri. Perennial, everblooming; single fringed flowers. Pkt. 50c
Dianthus Plumarius. Clove Pinks. Mixed Colors. Pkt. 25c

GAILLARDIA. Double Annual. Red, Rose, Salmon, Maroon, Yellow, in mixture. Pkt. 25c

GAZANIA. New Everblooming Padre Hybrid Daisy. Art and Pastel Shades. Pkt. 50c

GERANIUM. California Flowerland Strain, including best popular varieties; all shades of red, salmon, pink, orange, white. Lge. Pkt. \$1.00

GYPSOPHILA. Baby's Breath. Elegans, Annual White. Pkt. 25c

HELIOTROPE. Flowerland Strain. All shades of Lavender and Purple, Tall or Dwarf, in Mixture. Pkt. 50c

HOLLYHOCKS. Giant English Double. Rose, Newport Pink, Salmon, Maroon, Scarlet, Yellow, White, and Mixed Colors. Pkt. 25c
Double Begonia Flowered Hollyhocks, Pastel Mixed. Pkt. 25c

IPOMEA. Morning Glory Vine. Heavenly Blue. Pkt. 25c
Pearly Gates. White. Pkt. 25c
Scarlet O'Hara. Velvety Red. Pkt. 25c

LINARIA. Maroccana. Like miniature Snapdragons. Mixed Colors. Pkt. 25c
1/2 oz. 70c; oz. \$1.25

LOBELIA. Cambridge Blue. Clear Blue. Pkt. 25c
Crystal Palace. Deep blue, dark foliage. Pkt. 25c
Mrs. Clibran. Bright blue with white eye. Pkt. 25c
Emperor William. Gentian Blue. Pkt. 25c
Hamburgia. Trailing, bright blue flowers. Pkt. 25c

MARIGOLDS. Giant Chrysanthemum Flowered. Goldsmith. Golden Orange, early. Pkt. 25c

Yellowstone. Golden Yellow. Pkt. 25c
Sunset Giants. Deep golden orange, gold, and light yellow, fragrant. Pkt. 25c

Tall African Marigolds. Orange, Lemon and Mixed Colors. Pkt. 25c

MARIGOLDS. Dwarf French. Butterball. Small bright yellow, early. Pkt. 25c
Early Harmony. Maroon, crested orange center. Pkt. 25c
Dwarf Double Mixed. Pkt. 25c
MINIATURE MARIGOLDS. Tagetes Signata Pumila. Small star-shaped yellow flowers. Pkt. 25c

MIGNONETTE. New York Market. Cream and Gold. Pkt. 25c

MYOSOTIS. Forget-Me-Not. Blue Bird. Pkt. 25c

NASTURTIUMS. Double Gleam Hybrids. Golden Gleam, Moon Gleam (light yellow), Orange Gleam, Salmon Gleam, Scarlet Gleam, and Mixed Colors. Pkt. 25c; oz. 40c
Nasturtium. Gem. Dwarf Gleam Hybrids. Scarlet, Maroon, Yellow, and Mixed Colors. Pkt. 25c; oz. 40c

NASTURTIUMS. Single Dwarf or Tall. Mixed Colors. Pkt. 15c; oz. 35c

NICOTIANA. Sweet Scented Tobacco. Hybrid Mixed Colors. Pkt. 25c

NIEREMBERGIA. Cup Flower. Purple Robe. Pkt. 25c

NOLANA. Blue Ensign. Chilean Bellflower. Morning Glory-like flowers, intense blue, white throat marked yellow and black. Grows 6 to 8 inches high; showy perennial. Pkt. 25c

PANSY. Super Swiss Giants. Mixed Colors. Pkt. 50c

PENSTEMON. Hybrid Gloxinoides. Perennial. Mixed Colors. Pkt. 25c

PETUNIA

PETUNIA—All Double Colossal, Rose Shades. Most beautiful and largest double flowers, waved, ruffled, fringed and plain, in light and salmon pink to deep pink and purplish rose tones. Strong plants, about 18 inches high. Pkt. \$1.00

PETUNIA. Ruffled Mammoth. Marilyn; Rich Salmon; Prince Wuertemberg, Dark Crimson; Ruffled Mammoth, Mixed Colors. Pkt. 50c

PETUNIA. Dwarf Giants of California. Ramona Strain. Light and Dark Shades, Mixed. Pkt. 50c

PETUNIA. Large Flowered Single Fringed. Theodosia. Rose pink, yellow throat. Triumph Pink. Salmon Pink. Silver Lilac. White Beauty.

Price of Above Single Fringed Petunias. Also Mixed Colors Pkt. 35c

FLUFFY RUFFLES. Large flowers, fringed and ruffled, All Shades, Mixed. Pkt. 50c

PETUNIA Nana Compacta. Dwarf Bedding.

Celestial Rose. Deep rose. Rose of Heaven. Brilliant rose. Rosy Morn. Dwarf rose, white throat.

Snow Queen. Large white flowers. Viola. Deep velvety purple. Silver Blue. Light blue.

Price of Dwarf Bedding Petunias. Pkt. 25c

PETUNIA Hybrid—Tall Bedding.

Blue Bee. Violet blue. Gen. Dodds. Blood Red. Howard's Star. Reddish purple, white star.

Radiance. Cerise rose, yellow throat. Viola. Deep violet. Pkt. 25c

PETUNIA. Balcony. Blue, Rose, White, and Mixed Colors. Pkt. 25c

ANNUAL PHLOX. Drummond's Gigantea. Red Glory, Salmon Glory, Rosy Morn (bright pink with white eye), Art Shades, Mixed Colors. Pkt. 25c

Grandiflora. Mixed Colors. Pkt. 25c
Dwarf. Fireball, Snowball, and Mixed Colors. Pkt. 25c

PORTULACA. Flowerland Strain. Double Mixed. Pkt. 25c; 1/4 oz. \$1.25
Parana. Giant Single, Brilliant Rose. Pkt. 50c

Early Flowering SPENCER SWEET PEAS

One packet of seed will plant 8 feet of row; one ounce, 35 feet

American Beauty. Crimson rose. Amethyst. Royal purple. Aviator. Scarlet. Bacchus. Deep maroon. Ball Orange. Ball Rose. Blue Bonnet.

Bridesmaid. Light pink. Cascade. White. Chime. Light salmon pink. Daffodil. Creamy yellow. Fragrance. Lavender. Glitters. Vivid cerise. Grenadier. Bright scarlet. Improved Hope. Giant white. Josie. Huge deep rose pink. Lavanda. Lavender. Oriental. Cream. Powerscourt. Lavender blue. Rhumba. Golden cerise. Ramona. Coral rose. Rose Picotee. White, edged pink. Sequoia. Golden salmon. Shirley Temple. Soft rose pink. Sweet Briar. Huge rose pink. Tahoe. Frilled blue.

MIXED COLORS
PRICE: Pkt. 25c; 1/2-oz. 40c; oz. 70c

SALPIGLOSSIS. Velvet Flower. Richest Colors. Mixed. Pkt. 25c

SALVIA. Harbinger. Scarlet Sage. Pkt. 50c

SCABIOSA. Pincushion Flower. Annual. Blue Moon, Peace (pure white) Deep Rose, and Mixed Colors. Pkt. 25c

Columbaria. Perennial Pink and Lavender. Pkt. 25c

SHASTA DAISY. Alaska. Single White. Pkt. 25c

SNAPDRAGON. Antirrhinum. Maximum Type (3 ft. tall). Alaska White; Campfire, Scarlet; Copper Queen; Pink Sensation; Fiery Crimson; Indian Summer, scarlet; Loveliness, rose. Pkt. 25c

SNAPDRAGON. Super Majestic Type. (1 1/2-2 ft.). Autumn Glow. Old rose and amber; Dainty, pink; Orange Shades; Rose Sensation; Padre Crimson; Silver Lady, light pink; Rosalie, rose pink shaded rose and gold; Shasta, white. Pkt. 25c

SNAPDRAGON. Dwarf Magic Carpet. Of dwarf growth, pink and rose shades. Pkt. 25c

TITHONIA Speciosa. Fireball. Mexican or Aztec Sunflower. Scarlet orange. Pkt. 25c

VERBENA. Gigantea Hybrids. Beauty of Oxford, rose pink; Crimson; Lavender Glory; Royal Blue; Luminosa; White; and Mixed Colors. Pkt. 25c

VIRGINIA STOCK. Malcolmia Maritima. Mixed Colors. Pkt. 25c; oz. 90c

ZINNIA. California Flowerland Pastel Shades. Giant Flowered. Mixed Colors only. Pkt. 25c

ZINNIA. Giant Dahlia Flowered. Dream, lavender; Exquisite, pink, rose, center; Golden Dawn; Luminosa, salmon rose; Oriole, orange and gold; Polar Bear, pure white; Will Rogers, bright red; Mixed Colors. Pkt. 25c

Fantasy Zinnias. Shaggy flowers with petals twisted and rolled. Mixed Colors. Pkt. 25c

Lilliput Zinnias. Miniature pompon flowers. Separate and Mixed Colors. Pkt. 25c



BELLS of IRELAND

A lovely and interesting annual, for flower arrangements. Long curving stems are set with flaring, bell-shaped flowers of bright green, spicily fragrant, long lasting in water. Sow in sandy loam when weather is warm, in full sun.

Packet 25c

Paul J. Howard's VEGETABLE SEEDS

All Vegetable Seeds are sent prepaid, except Beans and Peas in half-pound and pound quantities.

ARTICHOKE

Green Globe.....Pkt. 15c

BUSH BEANS

Dwarf Butter Wax.
Stringless Green Pod.
Flowerland Bush Lima.
Packet 10c; 1/2-lb. 30c; lb. 50c

POLE BEANS

Kentucky Wonder. Brown Seeded
or White Seeded.
King of the Garden Pole Lima.
Price of All Beans except as noted:
Pkt. 10c; 1/2-lb. 30c; lb. 50c
BEET. Improved Early Blood Turnip,
and Detroit Dark Red.
Pkt. 10c; oz. 25c
BROCCOLI. Green Sprouting.
Pkt. 10c; oz. 40c
BRUSSELS SPROUTS. Medium
Dwarf.....Pkt. 10c; oz. 85c

CABBAGE

Cannonball. Late.
Early Jersey Wakefield.
Early Red Rock.
American Savoy. Hard heads of
deep green leaves.
Chinese Chihili.
Price of all Cabbage: Pkt 10c

CARROT

Early Forcing.
Danvers Half Long.
Imperator.
Nantes Coreless.
Price of all Carrots: Pkt. 10c; oz. 30c
CAULIFLOWER. Dwarf Pearl. Pkt. 25c
CELERY. Utah Golden Stringless.
Pkt. 10c
CELERIAC. Turnip Rooted Celery.
Pkt. 10c

SWEET CORN

Aunt Mary's. Long ears, pearly
white plump kernels, sweetest flavor
Pkt. 25c 1/4-lb. 75c; lb. \$2.75
Golden Cross Bantam.
Pkt. 10c; 1/2-lb. 35c; lb. 60c
Oregon Evergreen.
Pkt. 10c; 1/2-lb. 25c; lb. 45c

CUCUMBER

Straight Eight.
Improved Long Green.
Improved Lemon.
Price: Pkt. 10c; oz. 30c

SWISS CHARD

Crimson.....Pkt. 15c; oz. 50c
Lucullus, Green.....Pkt. 10c; oz. 20c

CHIVES.....Pkt. 15c

EGG PLANT. New York.....Pkt. 10c; oz. 65c

ENDIVE. Green Curled.....Pkt. 10c; oz. 20c

KOHLRABI. Early White Vienna.....Pkt. 10c; oz. 55c

LEEK. American Flag.....Pkt. 10c; oz. 65c

OKRA. Mammoth Long Pod. Pkt. 10c

ROSELLE. Queensland Jelly Plant.....Pkt. 25c

LETTUCE

BIBB BUTTERBALL. Small rosette-
like heads of smooth, deep green
leaves, finest quality. Plant from
Sept. to June.....Pkt. 15c; oz. 75c
Oak Leaf. Best leaf lettuce for
summer planting.....Pkt. 15c; oz. 50c
Bronze Oak Leaf. New.....Pkt. 25c
Early Curled. Light green leaves.
Los Angeles Market. Best head
lettuce.
Romaine. (Cos Lettuce).
Price: except as noted:
Pkt. 10c; oz. 20c

MUSKMELON

Cranshaw. Very thick, sweet, sal-
mon flesh; fruits weigh 7 to 8 lbs.
Pkt. 10c; oz. 40c
Rockyford. Green flesh.
Pkt. 10c; oz. 25c

Tip Top. Yellow flesh.
Pkt. 10c; oz. 25c

WATERMELON. Klondyke.
Pkt. 10c; oz. 20c

MUSTARD. Tendergreen.
Pkt. 10c; oz. 20c

ONION

Riverside Sweet Spanish.
Southport Red Globe.
White Portugal.
Italian Red Torpedo.
White Portugal. (Silverskin)
White Barletta. Small flat white,
early; for pickling.

Price, except as noted:
Pkt. 10c; oz. 75c

PEAS

Special Dwarf Telephone.
Alderman. (Tall Telephone)
Dwarf Edible Pod Sugar Pea.

Price of Peas:
Pkt. 10c; 1/2-lb. 25c; lb. 45c

PEPPER

Anaheim Chili. Long, smooth, hot.
Pkt. 10c
California Wonder. Thick sweet
fruits.....Pkt. 10c

PARSLEY

Paul J. Howard's New Plumed
Parsley, Emerald Isle.....Pkt. 50c

Double Moss Curled.....Pkt. 10c; oz. 20c

Turnip Rooted Parsley.....Pkt. 10c; oz. 20c

PARSNIP. French Half Long.....Pkt. 10c; oz. 20c

RADISH

Crimson Giant.

French Breakfast.

White Icicle.
Pkt. 10c; oz. 20c

RUTABAGA. Yellow Sweet.
Pkt. 10c; oz. 20c

SALSIFY. Vegetable Oyster Pkt. 10c

SPINACH

Summer Success.

Winter Broadleaf.

New Zealand.
Pkt. 10c

SQUASH

Butternut. New, small winter
squash; thick sweet orange flesh.
Pkt. 25c

Acorn or Table Queen.
Pkt. 10c; oz. 25c

Banana. Winter Pink.
Pkt. 10c; oz. 25c

Green Warted Hubbard.
Pkt. 10c; oz. 30c

Green Zucchini. Summer.
Pkt. 10c; oz. 20c

White Bush Scallop. Summer.
Pkt. 10c; oz. 30c

Crookneck, Golden Summer.
Pkt. 10c; oz. 20c

BUTTERCUP. Small fruits, turban-
shaped, deep green mottled grey;
flesh sweet, orange, finest quality.
Pkt. 25c

TURNIP, Early White Snowball, and
Purple Top White Globe.
Pkt. 10c; oz. 20c

TOMATO

Paul J. Howard's Garden King.
Medium size fruits in large clus-
ters, bright red, sweetest flavor;
most prolific, longest season.
Pkt. 25c

Crimson Cushion or Beefsteak.
Pkt. 10c

Improved Stone.....Pkt. 10c

Golden Queen. Large flattened yel-
low fruits.....Pkt. 10c

Red Cherry.....Pkt. 10c

Yellow Pear.....Pkt. 10c



Paul J. Howard's
Garden King Tomato

Paul J. Howard's BEDDING PLANTS

IN PLANT BAND POTS

Plants in Plant Band Pots Are Stronger

Each has its own root system, not tangled up with others as are flat
grown plants.

Plant band pots hold more soil than 2 1/4 inch pots; each plant has an
equal amount of soil and fertilizer, giving each one an equal start.

Plants in Plant Band Pots Save You Money, because no roots are dam-
aged in transplanting, therefore losses are out.

Easy to Plant

Plant Band Pots save you time and effort. You don't have to plant
them all at once, either. Plant Band Pots protect the roots from drying
or injury. Space them in the beds and plant as desired.

Simply slit up one corner of the band with a knife; see how readily
it slips off.

Notice the active root system, ready to reach out into your prepared
soil.

Best of all, after planting, notice their quicker response, stronger
growth, and superior blooming qualities.

PRICE OF MOST VARIETIES: 25 for 95c; 100 for \$3.50 (not prepaid).

No Mail Orders filled for less than 25 Bedding Plants of one variety.

Minimum order \$2.00.

All Bedding Plants shipped at Purchaser's expense—No C.O.D. Orders.



HERBS

This year we are again able
to offer seeds of various Herbs,
for flavorful cooking and
household uses.

All seeds listed below are
priced at 15c per packet, ex-
cept as noted.

CHERVIL.

CHIVES.

DILL.

PARSLEY. Moss Curled.

PARSLEY. Emerald Isle,
Pkt. 50c.

SAGE.

SWEET BASIL.

SWEET MARJORAM.

SUMMER SAVORY.

THYME.

LAVENDER. Pkt. 25c.

CATNIP.

We can supply Plants in
pots, of the above Herbs, at
3 for \$1.00—not prepaid.

California Flowerland

PERENNIAL FLOWERING PLANTS



CALIFORNIA FLOWERLAND ARCTOTIS HYBRIDS

ANEMONE JAPONICA LOVELY WINDFLOWERS

Among our most valuable perennials, they bloom from August into winter, with their beautiful flowers raised high above the handsome glossy-leaved plants. These Anemones should be freely planted for their great beauty, hardiness, and permanency. One of their great assets is the fact that they thrive in the shade where few other flowering plants will succeed.

ALICE. Large rose pink flowers; tall, strong plants.

MARIE MANCHARD. Semi-double pure white. 3 feet.

QUEEN CHARLOTTE. Large semi-double pink. 3 feet.

SEPTEMBER CHARM. Silvery pink, shaded lilac; free and early flowering. 2½ feet.

3 for \$1.50; Dozen \$5.00

ANEMONE JAPONICA. Charming Windflower for Shade.



The Perennial Plants which live from year to year play a most important part in colorful gardens. They form the permanent, or nearly permanent background of the borders, beds, and marginal plantings, making gardens that increase in interest and beauty with every year, and change their aspect with every change of season.

Perennials should be planted in groups or masses, at least three of one variety or color, for the showiest effects in the garden, and for sufficient cut flowers for interior decoration. Paul J. Howard's Perennials are pot-grown, or field grown, according to season. We are constantly adding new varieties to our splendid list.

ARCTOTIS

California Flowerland New Hybrids

Few plants are as colorful or bloom as continuously as these new African Daisy Hybrids. Our new colors are amazingly brilliant, the flowers large, with good stems on bushy plants. There is no finer flowering perennial for California. 3 for \$1.50; Dozen \$5.00.

ACANTHUS

ACANTHUS MOLLIS. Handsome decorative plant that inspired the classic Greek leaf design used in architecture. Its large, deep green glossy leaves, deeply lobed, and tall spikes of curious slate colored flowers, make it most effective in landscape design, in shade or sun. 1-gal. containers, 75c.

AGATHEA

AGATHEA COELESTIS. Blue Daisy. Pretty little dwarf evergreen plants, almost everblooming, being covered with small sky-blue daisy-like flowers, yellow centered. Fine for borders, edgings and the rock garden, blooming winter and summer, in sun or half-shade. 3 for \$1.45; dozen \$4.80. Smaller plants in plant bands, for borders. Dozen 75c.

ANCHUSA

ANCHUSA MYOSOTIDIFLORA. A beautiful low growing border plant, 10 to 12 inches high, with large smooth heart-shaped leaves of deep green and long graceful sprays of small forget-me-not flowers of rich bright blue. Very hardy and free flowering, succeeding in rich garden soil in full sun or partial shade. 3 for \$1.45; Dozen \$4.80.

ANCHUSA ITALICA. The tall clusters of deep blue flowers make this a valuable addition to the garden. Hardy plants, with large silvery green leaves. 3 for \$1.45; Dozen \$4.80.

BLUE LILY OF THE NILE

AGAPANTHUS MOOREANUS. A lovely dwarf type, growing only 18 inches high, with clusters of large deep blue flowers all summer that are most attractive for cutting. 3 for \$1.45; Dozen \$4.80.

AGAPANTHUS UMBELLATUS. Great heads of clear deep blue flowers are produced on tall stems, surmounting the attractive strap-leaved foliage, ideal for furnishing the much wanted blue shades in summer. May be grown as tub plants or in the garden. Large Divisions, 3 for \$1.45; dozen \$4.80. Specimens in larger containers, each 85c and \$3.00.

AQUILEGIA—Columbine

CALIFORNIA FLOWERLAND LONG SPURRED HYBRIDS. A grand strain, producing very large flowers with long graceful spurs, in the most exquisite pastel colors imaginable. Mixed Colors Only. Price: 3 for \$1.45; Dozen \$4.50.

CAMPANULA

CAMPANULA PRIMULAEFOLIA. Portugal Bellflower. Lovely blue flowered perennial, hardy, grows in any soil, in sun or part shade. Once established in your garden, it will bloom year after year, furnishing masses of soft blue flowers in spring and summer. Long lasting cut flower. 3 for \$1.45; Dozen \$4.80.

CAMPANULA GARGANICA. Dwarf compact plants, not more than six inches high, with fine deep green foliage and masses of pretty little violet blue bells that literally cover the plants. For low borders and rock gardens, this is unequalled. 2½-inch pots, 3 for 70c; Dozen \$2.50; \$20.00 per 100. 4-inch pots, 3 for \$1.45; Dozen \$4.80.

PORTUGAL BELLFLOWER



Paul J. Howard's PERENNIAL ASTERS

MICHAELMAS DAISIES

Fall flowering Hardy Asters or Michaelmas Daisies are among the showiest of our late flowering hardy plants, giving a wealth of bright bloom in late summer and fall, when most other perennials are past blooming. They grow strong and bushy, from two to five feet high, according to variety, covering the plants with their profuse and constant bloom. For best effect, Hardy Asters should be planted in masses, using at least three plants of one variety.

They grow freely in any good garden soil, in a sunny position, often flowering in the summer, and when cut back, produce a continuous mass of bloom again in late summer and autumn.

BEECHWOOD CHALLENGER. This is the closest shade to red in Michaelmas Daisies, being a bright rosy crimson. Free flowering, of medium height, and very showy in the border.

CLIMAX. Tall, showy plant, 5 feet high, with large, pyramidal spikes of large, light lavender-blue flowers. Blooms freely, fine for cutting.

MOUNT EVEREST. A wonderful white Aster, best of all whites. Very tall, well-formed, pointed pyramids, with many lateral growths, which flower right down to the ground. Flowers are pure white with small yellow center. 3 to 4 feet.

SURVIVOR. Wonderfully fine, hardy, fall-blooming aster, latest of all to flower. It is the outstanding aster in any garden, bearing great masses of large, bright rose-pink blooms in fall.

VIOLETTA. Large flowers of violet blue, covering the stalk from base to top; extremely free flowering and showy.

DWARF PERENNIAL ASTER

WARTBURG STAR. A beautiful spring and summer flowering Aster for the border. Large flowers 2 to 3 inches across, of deep lilac blue, with brilliant orange centers, are produced on strong 12-inch stems, splendid for cutting. A recent introduction that is worthy of a place in every garden.

ASTER FRIKARTI—Wonder of Stafa

We know of no finer hardy perennial than this lovely Aster. In California it is nearly everblooming, producing masses of showy sprays of large daisy-like flowers from spring until mid-winter. Flowers are large, of heavy texture, with stiff petals of bright lavender blue, yellow centered, and splendid for cutting. Plants are shapely and compact, about two feet high, with neat dark green foliage, and may be grown in pots for porch or patio decoration. They thrive in ordinary soil, in sun or half-shade.

Price of all Asters listed above: 3 for \$1.50; Dozen \$5.00

CONVOLVULUS

CONVOLVULUS MAURITONICUS. One of the most satisfactory low growing plants for border, rock garden, or to trail over walls and terraces. Thrives in full sun, and is covered from spring until late fall with morning-glory-like flowers of lavender blue. **3 for \$1.45; Dozen \$4.80.**



HARDY ASTER, SURVIVOR

LOVELY CYCLAMEN



CYCLAMEN

These lovely flowers, so much grown in pots for indoor decoration, are charming in the garden, where they will grow and bloom in shaded spots, under trees, in rock gardens, and on the north side of buildings, walls, etc., giving a touch of luxury to the garden. The foliage is so handsome that they are decorative even when not in bloom.

Lavender	Dark Salmon
Orange Red	Light Salmon
Rose	Pure White
Saffron Red	Salmon Scarlet
Mixed Colors	

3-inch Pots, 3 for \$1.50; Dozen \$ 5.00.
4-inch Pots, 3 for \$2.75; Dozen \$10.00.

COLEUS

For brilliant foliage effects, nothing surpasses the various types of Coleus. Grown in pots, they brighten a room or patio and they are useful in beds and window boxes from early spring until frost. The trailing Coleus is striking for hanging baskets and window boxes, and for edging beds or borders of other plants. Our plants are cutting-grown from the choicest varieties, and can be supplied in all the rich color combinations. **4-inch pots, 3 for \$1.45; Dozen \$4.80.**

BEGONIA

EVERBLOOMING BEGONIAS are without an equal for bedding, low borders and edging. The flowers are of the brightest colors and are borne in great profusion continuously. Of greatest value in shady beds and borders, and as pot plants.

CARMEN. Bright rose flowers in clusters well above the deep bronze purple leaves, which are so beautiful as to warrant growing for the foliage alone. Extremely free flowering, the blossoms contrasting beautifully with the foliage. An outstanding variety for pot plants or for group planting.

CHRISTMAS CHEER. Very fine brilliant scarlet.

ILLUSION. One of the most beautiful of all. The large flowers almost like apple blossoms, have light rose pink edged petals, with white centers, set off by bright green, waxy foliage.

LUMINOSA. This is the most popular red-flowering Begonia for borders. Bronze foliage.

DWARF LUMINOSA. Compact form of above.

PRIMA DONNA. Brilliant clear pink, shading to rose. Strong tall growing plants.

SNOW. Pure glistening white blossoms and bright green foliage that does not darken when planted outdoors, nor do the flowers turn pinkish, as do other white varieties.

3-inch Pots: 3 for 70c; Dozen \$2.50;
\$20.00 per 100.

4-inch Pots: 3 for \$1.45; Dozen \$5.00.

California Flowerland

Shasta Daisies

Shasta Daisies are varieties of *Chrysanthemum maximum*, Marguerites are *Chrysanthemum frutescens*. All are popular for ease of culture and for the quantities of handsome blossoms continuously produced.

ALASKA. The most popular of the single flowered types, and exceptionally hardy. **Plant Band Pots: 3 for 25c; 25 for \$1.25.**

BEAUTE NIVELLOISE. A huge, single-flowered Shasta Daisy. The flowers have two rows of graceful, yet firm petals, and often measure seven inches across, on 30-inch stems. **3 for \$1.45; Dozen \$4.80.**

ESTHER READ. Pure white, completely double flowers, produced all summer and fall, from June to October. Vigorous, free flowering plants, bearing the graceful flowers on very tall, erect stems. One of the finest introductions from England, grand for the border and for cutting. **3 for \$1.45; Dozen \$4.80.**

G. MARCONI. This is the largest Shasta Daisy, with huge blooms almost like chrysanthemums, and showing a small golden center. The thirty-inch stiff stems make them ideal for cutting. Plants bloom continuously. **Each 65c; 3 for \$1.75; Dozen \$6.50.**



Shasta Daisies are most effective in flower arrangements

MOUNT SHASTA. Similar in every way to Esther Read, but a stronger grower with longer stems, often as tall as 24 inches. Exceptionally fine for cutting. **Each 65c; 3 for \$1.75; Dozen \$6.50.**

WHITE SWAN. Novel and distinct, with charming small double flowers of pure white, in shape like Esther Read, produced in great quantities. Charming in floral arrangements.

Price: 3 for \$1.50; Dozen \$5.00



MOUNT SHASTA DAISY

Paul J. Howard's MARGUERITES

Ideal Pot Plants for Porch and Garden

No plants we know bloom as much, and require so little special care, as do Marguerites. Plant them in any sunny place, as specimens, as borders along walks or drive, or as foundation plants, for clean-cut appearance.

Boston Yellow. Large yellow flowers.

Flowerland White. An especially free bloomer.

Howard's Giant. Very large white flowers.

3 for \$1.45; Dozen \$4.80.

Blooming Plants in 4-inch pots, each 50c.

A Potted Specimen for Your Porch, Lovely Marguerite Plant (White or Yellow) in an 8-inch handmade sandstone finished Terra Cotta pot, as illustrated below. Each \$2.95.
In 7-inch red clay pots, \$2.50.

MARGUERITES



DONKEY'S TAIL

(Sedum Morganianum)

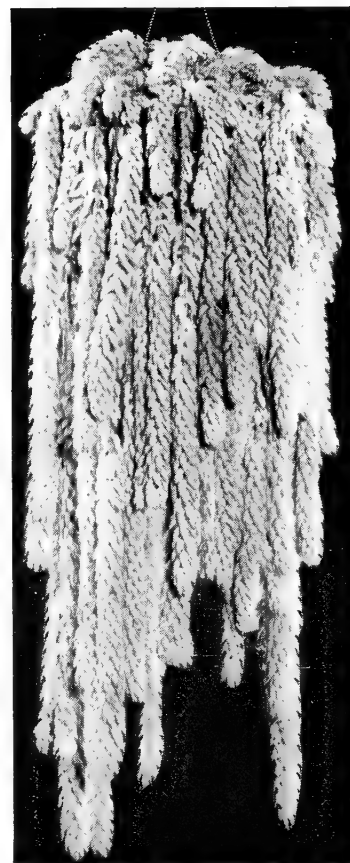
One of the most amazing plants possible to find, for hanging baskets and pots. Grow it in a window garden or conservatory in the East; or in California, outdoors in semi-shade, where it is perfectly hardy.

The drooping branches, up to three feet long, are covered with tiny fleshy leaves of beautiful gray-blue. Interesting red blooms are produced at the ends of the branches. You will enjoy growing these fascinating plants.

Small Pots, Each \$1.00

4-inch Pots, Each \$2.00

Specimens in Hanging Pots (for local delivery only)
Each \$7.50



DONKEY'S TAIL

California Flowerland PERENNIAL PLANTS

DAY LILIES—HEMEROCALLIS

Hemerocallis, or Day Lilies, are deservedly popular for the perennial garden. Their flowers are of graceful form and richest colorings, including all shades of yellow, orange, red, deep brown and maroon, many fragrant.

As easily grown as Hardy Iris, in any good garden soil, sun or light shade, they are most effective planted in groups in the border, or around pools, and in front of shrubbery.

ALADDIN. Deep cadmium yellow with contrasting stripe of garnet brown down the center of each petal. Plants grow 3½ feet tall, with evergreen foliage; bloom from June to September. **Each \$2.50; 3 for \$6.50.**

BAGDAD. Rich brown and red tones. Grows 4 feet tall, with deciduous foliage. **Each 50c; 3 for \$1.25.**

CINNABAR. Brownish red flowers with yellow throat, sprinkled with rose brown. Evergreen; grows 30 inches tall. **Each 50c; 3 for \$1.25.**

DOMINION. Deep reddish brown with yellow throat, of medium size, semi-evergreen, blooming in summer. **Each \$3.00; 3 for \$7.50.**

FLORHAM. Rich yellow, each petal ruffled and twisted at the tip. Evergreen, grows 3 feet tall; summer flowering. **Each 35c; 3 for 90c.**

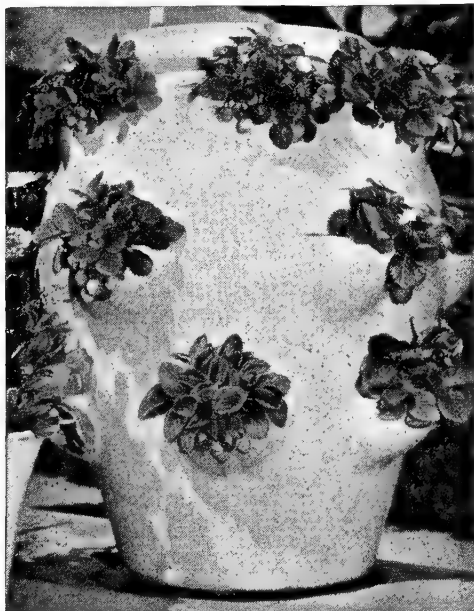
GOLD DUST. Fine dwarf early yellow; blooming in spring; deciduous. **Each 35c; 3 for 90c.**

GOLDEN WEST. Clear yellow. Plants grow 48 inches tall; evergreen; bloom summer and fall. **Each \$1.00; 3 for \$2.50.**

NEW LEONIAN HYBRID DAY LILIES

A sensational new strain of Hemerocallis. Colors range from deep burnt orange through vivid orange red and maroon, to delicate shades of old rose. Flowers are of heavy substance, with delicate fragrance. In height they vary from three to five feet. **3 for \$2.25; 6 for \$4.00; 12 for \$7.50.**

ROCKHILL STRAWBERRY PLANTS grown in Pottery Jars, make attractive patio decoration.



A distinct variety of strawberry, in that the plants do not produce runners, but form attractive bushy plants. Foliage is luxuriant and handsome, and the blossoms and brilliant red berries add greatly to the beauty.

Berries are large, brilliant red, and of delicious flavor and quality, with the fragrant tang of wild strawberries. This variety is splendid for planting in strawberry jars, which make a striking decoration for patios and gardens. It also makes attractive ornamental edgings in the garden. **Fruiting size plants in pots: 3 for \$1.00; 12 for \$3.50; \$25.00 per 100.**

HELIANTHEMUM SUNROSE

HELIANTHEMUM CHAMAECISTUS HYBRIDS. Fine trailing plants with small dark green to grey-green foliage, and flowers like small wild roses of red, yellow, salmon and cream. **3 for \$1.45; Dozen \$4.80.**

HESPERUS. Huge showy blooms of lemon chrome yellow. Tall growing; deciduous. **Each \$2.50; 3 for \$6.50.**

KWANSO FLORA PLENA. Popular double day-lily, orange flushed red. Deciduous, blooms in summer. **Each 50c; 3 for \$1.25.**

MARGARET PERRY. Brilliant rose red and buff orange, yellow on reverse side of petals. Tall growing, deciduous, with long flowering period. **Each 35c; 3 for 90c.**

MIKADO. Showy orange flowers with distinct band of deep reddish purple. Semi-evergreen, 3 feet tall, summer flowering. **Each 50c; 3 for \$1.25.**

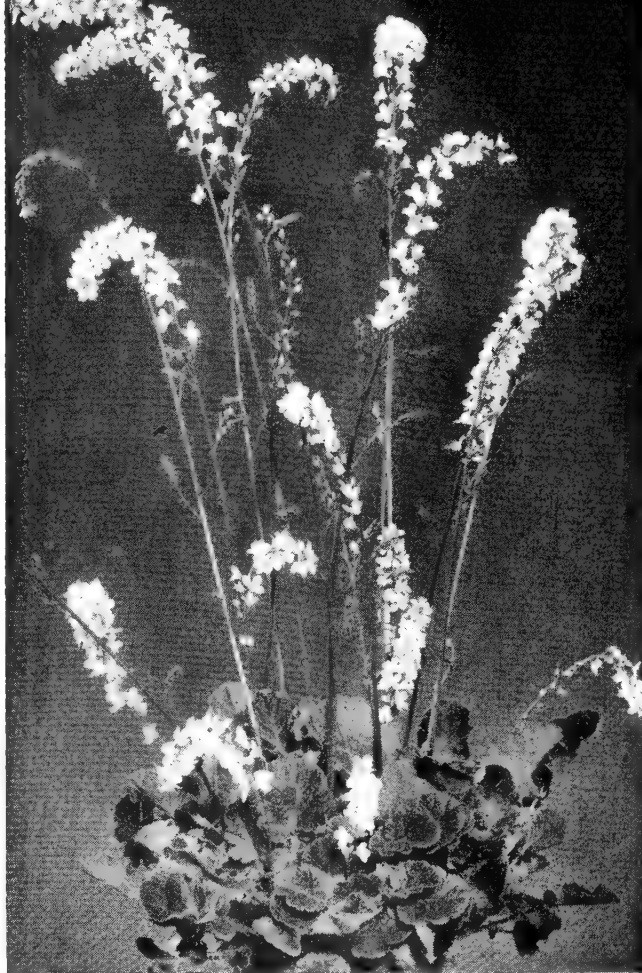
PATRICIA. Fragrant pale yellow with greenish throat. Grows 3 feet tall, evergreen, summer flowering. **Each \$1.00; 3 for \$2.50.**

SACHEM. One of the most brilliant. Deep reddish brown, with contrasting orange throat, does not fade even in hot-test weather. Plants are evergreen. 3½ feet tall, bloom in summer. **Each \$2.00; 3 for \$5.00.**

THE GEM. Deep yellow. Evergreen, 3 feet tall, summer flowering. **Each 35c; 3 for 90c.**

TRIUMPH. Beautifully formed large flowers, five inches across, with broad wavy petals of bright orange. Grows 3½ feet tall, deciduous, summer flowering. **Each \$2.00.**

VULCAN. Striking ruffled flowers, maroon with golden orange throat. Grows 2½ feet tall, evergreen foliage. **Each \$2.50; 3 for \$6.50.**



LILY-OF-THE-VALLEY PLANT

FRANCOA PANICULATA. A charming and valuable addition to the list of shade-loving plants. From the rosette of attractive broad rounded, deep green leaves, numerous slender spikes of dainty white flowers appear, that combine beautifully with other flowers in bouquets. Plants are vigorous, free flowering from June to September. **3 for \$1.45; Dozen \$4.80.**

IMPATIENS

Fleshy stemmed tender plants with bright green glossy foliage and bright flowers, for colorful beds and groups in shade, or as pot plants in shaded positions.

NEW IMPATIENS VAVRAI. A charming new Impatiens of great beauty and vigor. Makes a rounded mound, about 2½ feet tall and 2½ feet across, with large shiny foliage of the Oliveri type. Plants are covered with lovely large shell pink flowers, from February to December, under favorable conditions. This variety thrives in partly sunny situations, as well as in full shade. **Each \$1.50.**

IMPATIENS HOLSTI HYBRIDS. A splendid mixture of bright shades of red, salmon, rose, pink.

IMPATIENS OLIVERI. This makes a fine specimen of rounded form, 3 to 5 feet across, with large lilac-lavender flowers.

IMPATIENS—NEW WHITE. Dwarf compact plant with myriads of pure white blossoms. Charming in pots or in the garden.

3 for \$1.45; Dozen \$4.80.

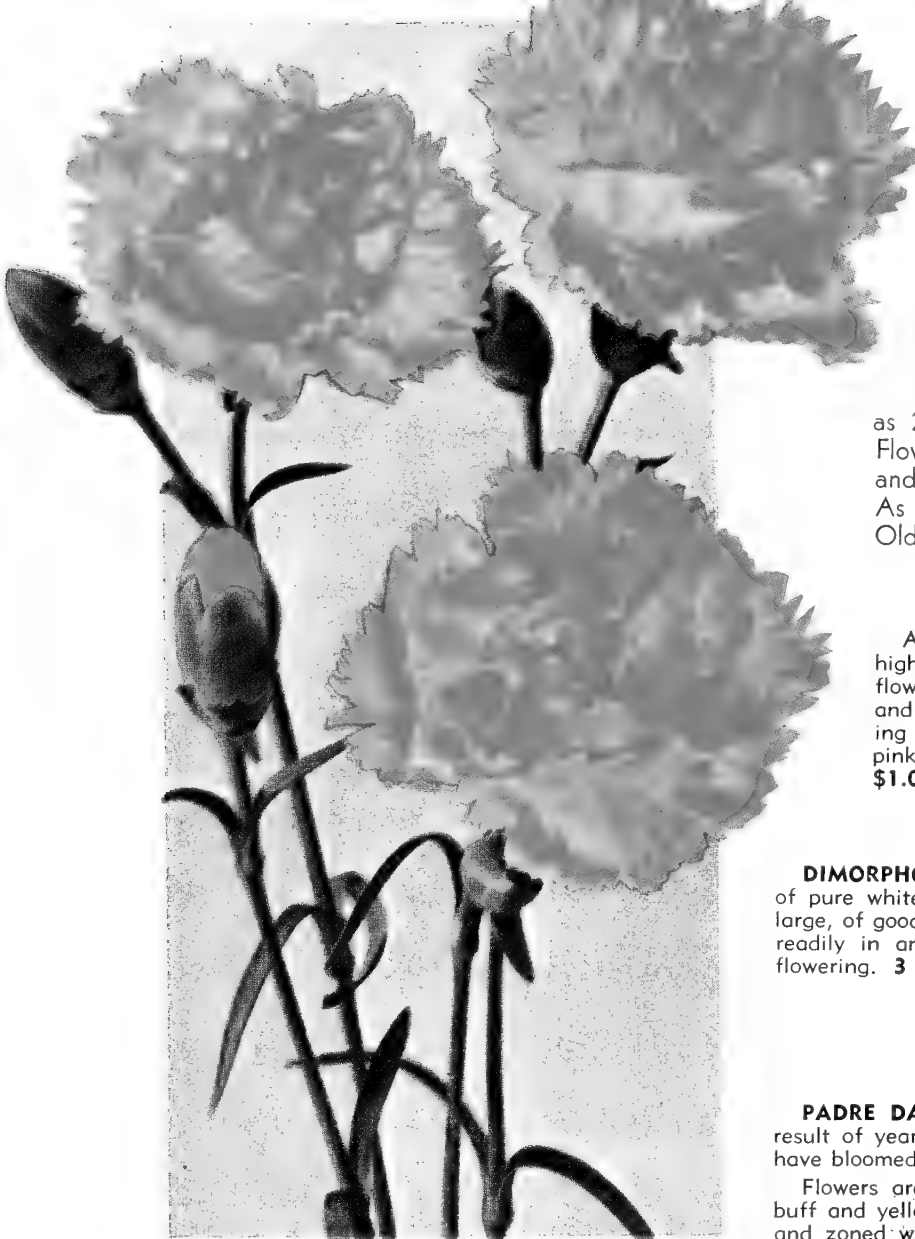
HELENIUM—Helen's Flower

Desirable, tall growing plants, with broad, spreading heads of flowers, in bloom for a long season. They do well in any good garden soil, in full sun.

HELENIUM RIVERTON BEAUTY. Rich lemon yellow, with large purplish black centers; four feet, blooms in summer and fall.

HELENIUM RIVERTON GEM. Old gold, changing to wallflower red. Three and one-half feet, blooms in summer and fall.

PRICE of Heleniums: 3 for \$1.50; Dozen \$5.00.



DIANTHUS OLD SPICE

Paul J. Howard's DELPHINIUMS

These wonderful new Pacific Hybrid Delphiniums, in bloom from spring until fall, make sensationally beautiful displays in our garden. They are mildew resistant, and much easier to grow than the older types. The massive spikes are set with huge double blooms, 2 to 3 inches across, and are ideal for cutting.

BLUE BIRD. Clear medium blue, white bee.

GALAHAD. White, with white bee.

GUINEVERE. Pinkish lavender, white bee.

KING ARTHUR. Dark violet, white bee.

SUMMER SKIES. Clear light blue, white bee.

ROUND TABLE. All shades of blue, lavender, and white.

PRICE: Large Plants, 3 for \$1.45; Dozen for \$4.80.

In Plant Band Pots, Doz. \$1.00; 25 for \$2.00; \$8.00 per 100.

ALL PERENNIAL PLANTS

Listed in this catalog are large field grown plants, or pot grown, depending on the time they are planted.

California Flowerland

PERENNIALS

New Dianthus Old Spice

A choice Perpetual Flowering Dianthus, with all the good qualities one can expect in a plant. Its habit of growth is neat, compact, cushion-like, free flowering over a long period, as many as 20 lovely, perfectly formed blooms being produced at one time. Flowers are rich salmon pink, the color of the carnation Salmon Laddie, and spicily fragrant. Calyx does not split as in some garden pinks. As a border for rose garden, perennial bed, or set in the rock garden, Old Spice Dianthus cannot be surpassed. **3 for \$1.50; Dozen \$5.00.**

DIANTHUS WINTERI

A beautiful class of hardy Garden Pinks, compact and bushy, to 9 inches high, with blue green foliage, continuously producing large fragrant single flowers on tall branching stems. They are very colorful in beds and borders, and fine for cutting. We have them in a mixture of beautiful colors, including white, white with pink eye, white with crimson eye, rosy crimson, clear pink, and rose pink. **3 for \$1.45; Dozen \$4.80; In Plant Band Pots: Dozen \$1.00; \$7.50 per 100.**

STAR OF THE VELDT

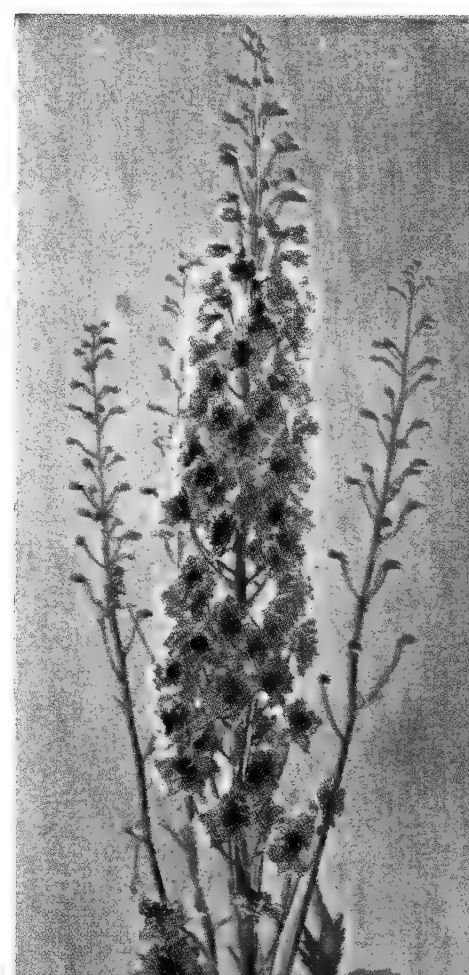
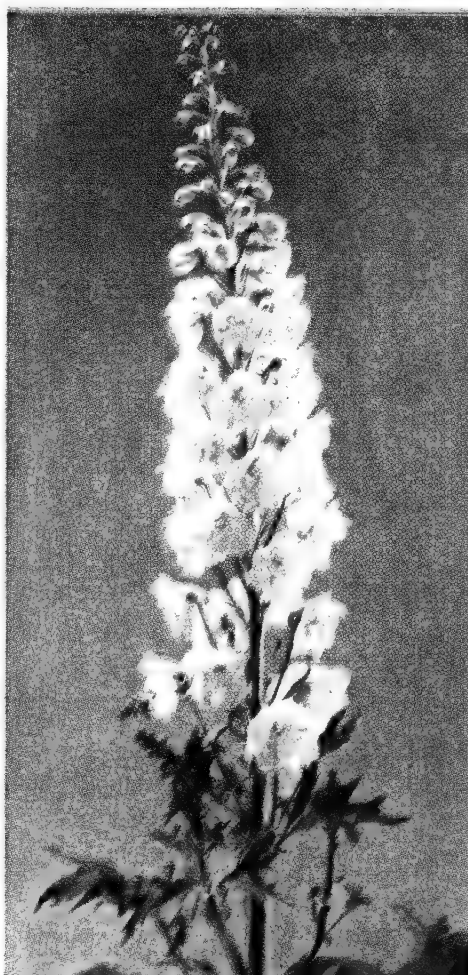
DIMORPHOTHECA EKLONIS—or Blue African Daisy. Showy daisies with petals of pure white, the reverse side steel blue, and center disk of deep blue. Flowers are large, of good substance, and produced on stems of good length for cutting. Plants grow readily in any sunny location, to a height of 18 to 24 inches, and are very free flowering. **3 for \$1.45; Dozen \$4.80.**

California Flowerland NEW HYBRID GAZANIAS

PADRE DAISIES. A wonderful new everblooming strain of this showy flower, the result of years of selection by Mr. Edward A. Howard. Beds of these showy Gazanias have bloomed constantly for 40 months.

Flowers are twice the size of ordinary Gazanias, and range in color from cream, buff and yellow shades, to deep orange, salmon, rose and maroon, some oddly marked and zoned with olive green, brown, or cinnebar red. **3 for \$1.45; Dozen \$4.80. In Plant Bands, Dozen \$1.00; 100 for \$7.50.**

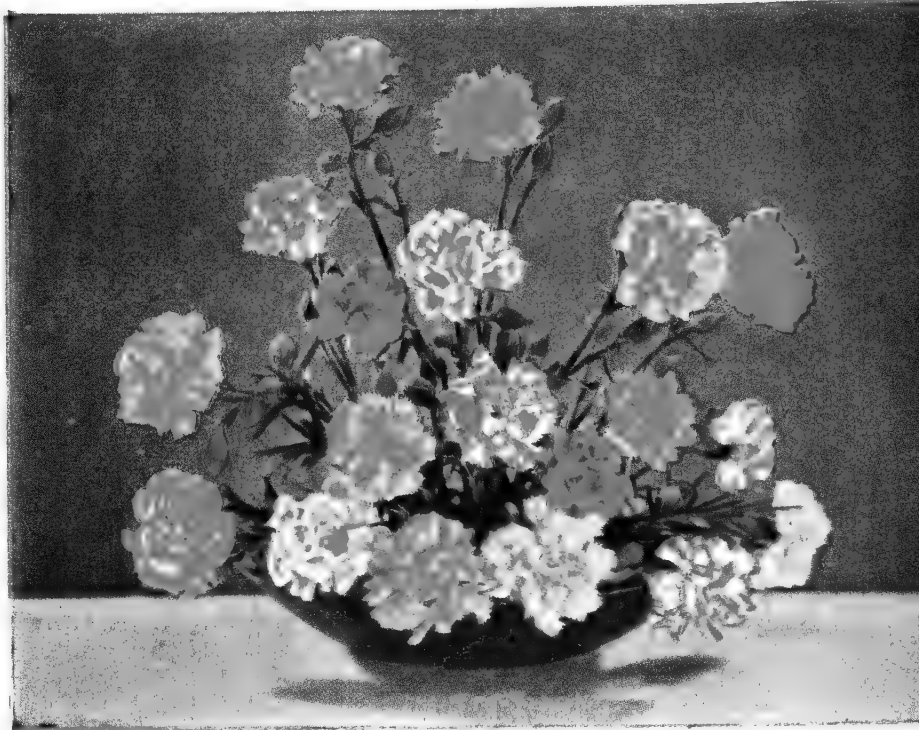
PACIFIC GIANT HYBRID DELPHINIUMS



New in colorings, beautifully formed, and entrancingly fragrant,—these Mammoth Carnations are like the choicest displayed at exclusive florists' shops.

NEW CARNATIONS

- ALABAMA.** Brilliant scarlet overlaid on a rose background.
ARIZONA. Very large rosy scarlet.
CALIFORNIA. Rich magenta, unusual and lovely.
COLORADO. Light yellow, finely pencilled maroon at the edges of frilled petals.
CONNECTICUT. Beautiful rose, with stripes of deep maroon.
DELAWARE. Light yellow, pencilled pink.
FLORIDA. Pure yellow.
IDAHO. Deep cream with rose markings at edge of petals.
ILLINOIS. Brilliant scarlet.
KANSAS. Salmon scarlet.
LOUISIANA. Showy buff with carmine stripes.
MASSACHUSETTS. Rich crimson with slate gray pencillings.
NEVADA. Lovely white flowers, pencilled carmine.
NEW YORK. Flowers are yellow, striped and marked with rosy red.
OREGON. Large deep crimson.
SOUTH DAKOTA. Buff yellow, with broad rose stripes.
TEXAS. Deep crimson and maroon.
UTAH. Showy red and pink, variegated.
WASHINGTON. Beautiful creamy white.



FLOWERLAND GARDEN CARNATIONS

Recent Introductions

- CIRRUS CLOUD.** Petals of pearly rose have stripes and blotches of rose and scarlet.
E. K. HARVEY. Pure white, stained and marbled deep rose; intensely fragrant. One of the best garden carnations.
MELROSE. A lovely shade of deep pink with salmon shading. One of the most free flowering.
OLIVETTE. Beautifully formed pure white fringed flowers, fragrant. Vigorous, free flowering, fine keeper.
PELARGONIUM. Petals edged white, blocked and overlaid maroon.
PEPPERMINT. Attractive peppermint candy-striped pink and white.
RADIOLITE. Wonderful shade of red, beautiful and showy.
RED FEATHER. Large, broad-petalled flowers of golden buff, pencilled with scarlet.
RED SPECTRUM. Huge, bright red, blooms constantly.
ROYAL ROBE. Rich purple, a regal flower of velvety texture.
THELMA. Large salmon pink.

How to Grow Carnations

These new garden Carnations, as beautiful, colorful, and spicily fragrant as the choicest florists' types, are easy to grow. Plant them in well drained, rather sandy soil, in a sunny location. Keep plants pinched back until many shoots have developed from the base of the plant. When plants become well rounded in form, let flower shoots develop. For largest flowers, disbud so that only one bud remains on each stem. Apply Vigoro in spring and summer, for larger and more abundant blooms.

Price of All Carnations: Each 50c; 3 for \$1.45; Doz. \$4.80
 Postpaid through the 4th Postal Zone

California Flowerland WATER LILIES

WATER LILIES FOR GARDEN POOLS



Hardy Water Lilies have floating pads and blooms directly on the water, and thrive even in cold regions with very little care.

Tropical Lilies are most free flowering, with blooms held well above the water.

We send out strong plants, flowering size, after April 15, that will produce large blooms as soon as established. All Water Lilies are sent postpaid, through Zone 4.

Hardy Types

- CHROMATELA.** Large, bright canary yellow. Each \$2.50
COMANCHE. Most free flowering hardy lily, deep orange apricot. Each \$2.50.
ESCARBOUCLE. Dark fiery red with yellow center and mahogany stamens; blooms freely. Each \$3.50.
FORMOSA. Lovely dark pink, fragrant; hardy, free flowering. Each \$3.50.
MARLIAC WHITE. Popular white of fine form; vigorous, free flowering. Each \$1.50.
MME. JULIAN CHIFFLOT. Very large star-shaped blooms, La France pink. Each \$2.50.

PAUL HARIOT. Tulip shaped blossoms, apricot pink. Each \$1.50.

SUNRISE. The showiest and most free flowering of all yellows. Enormous blossoms of bright sulphur yellow, on slender stems well above the water. Blooms almost constantly in California. Each \$3.50.

Tropical Types

- MRS. MARTIN E. RANDIG.** (Pat. No. 294). The most colorful of all the blue or purple lilies, and very fragrant. Seven to nine inches across, the flowers are rich indigo blue. Each \$3.50.
GOLDEN WEST. Gorgeous new peach color, shading to apricot and rose. Each \$3.50.
MRS. GEORGE PRING. Large fragrant creamy white. Each \$3.50.
PENNSYLVANIA. Gorgeous true blue—the most popular blue lily. Each \$3.00.
ROSE STAR. Brilliant rose, with spicy fragrance; fine cut flower. Each \$2.50.

California Flowerland

TRANSVAAL DAISIES

NEW DOUBLE GERBERAS

A splendid new strain of these flovely flowers, the result of much painstaking selection. The petal formation is artistic, graduating from long slender outer petals to shorter ones in the center, forming a double flower of lovely proportion, on long strong stems.

Plants are nearly everblooming, having been in flower at least ten months, in California. Propagation of the Double Gerberas, which do not produce seed, is by clump division only.

DIABLO. Glowing red.

MARQUITA. Golden Yellow Shades.

LA PALOMA. Salmon Rose.

Also Mixed Colors, including several not listed.

Strong blooming size plants, each 75c; 10 for \$6.75.

The best time for shipping and planting Transvaal Daisies is from the middle of February on. We send either strong field grown or pot plants, according to season.

Clumps are sent by express at purchasers' expense. Divisions and smaller plants are quoted prepaid through the third zone.

Transvaal Daisies are ideal for cutting, being long stemmed and very lasting. Their cultural requirements are simple: plant them in full sunshine; soil should be well drained and should not be allowed to cover the crown, or center of plants. Irrigate thoroughly, and do not water again until soil is fairly dry. Avoid sprinkling and too frequent watering. Protect the plants in winter where freezing weather prevails.

NEW
DOUBLE
GERBERAS

LOVELY SINGLE
GERBERAS



California Flowerland

NEW HYBRID SINGLE GERBERAS

Single Gerberas, or Transvaal Daisies, have a grace and charm all their own, as garden clumps or as cut flowers. We have developed a strain that we believe is beyond compare in size of flower, form, and color range. Very long, graceful petals surround the center disc, which is small and often of contrasting shade. The color range includes rich crimson, deep rose, scarlet and orange, and delicate pastel shades of cream, yellow, pink, salmon and white.

**Large balled, blooming plants, in mixture only—
Each 75c; 10 for \$6.75 (not postpaid.)**

**Strong divisions (will bloom soon)
Each 35c; 10 for \$3.15, postpaid through Zone 3.**

PENSTEMON

One of the showiest and most satisfactory perennials for the California garden. Penstemons may be planted in almost any location, at any time of the year, and always give satisfactory results. They grow two or three feet tall, with clean bright green foliage, and send out spike after spike of brilliant funnel shaped flowers, which are just as effective in bouquets as in the garden.

PENSTEMON. Sensation, Mixed Colors. Flowers of marvelous size, brilliant color and deeply veined throats.

FLOWERLAND GEM PENSTEMONS. An extremely free-flowering class, the numerous spikes of bloom are graceful and showy. Flowers not so flaring, but closely set on the stems. Beautiful in mass planting and lovely for cutting. These Gem Penstemons are among the finest perennials one can grow.

Pink Gem. Lovely rose pink.

Scarlet Gem. Brilliant red.

3 for \$1.45; Dozen \$4.80.

NEW EARLY FLOWERING HYBRID TRITOMAS

This new strain produces numerous graceful flower spikes of exquisite beauty. They are smaller and more slender than the older type Tritoma, and somewhat curving, lending themselves wonderfully to artistic flower arrangements. Soft pastel shades predominate. Plants begin flowering very early and continue over a long season.

PRIMROSE BEAUTY. Beautiful, clear primrose yellow spikes of perfect form and slightly curved, grow about 30 inches high. Plant them in groups, among lilies or delphiniums, for a charming effect.

SPRINGTIME. One of the most attractive perennials introduced in many years, blooming in early summer. The upper part of the flower spike is rich coral red, the lower half ivory yellow. When well established, each plant produces from 10 to 15 flower spikes, three feet tall. Wonderfully showy in the border and in flower arrangements.

FLOWERLAND HYBRIDS. A new midget-flowering strain, with smaller flower spikes in many new and beautiful colors—rose, red, saffron, orange, yellow, cream and white, charming in flower arrangements. We can offer these plants in Mixed Colors only.

PRICE: 3 for \$1.50; Dozen \$5.00



PENSTEMON, Scarlet Gem

California Flowerland

MAMMOTH VERBENAS

Plant Verbenas in pots, window boxes, use them in beds, borders, parkways, and for covering slopes. Our Mammoth Flowering Strain produces immense heads of bloom, the individual florets often as large as a half-dollar. The clusters of brilliant, fragrant flowers are borne in constant succession, almost the year round.

This is the finest type of Mammoth Verbenas that can be grown from seed. This season again we can supply plants in separate colors of **Lavender, Pink, Red, White,** or **Mixed Colors.** **Dozen 75c; \$5.00 per 100.**

VERBENA VENOSA. This Verbena is distinctly different from others in form and habit of growth. Plants are bushy, low growing, with stiff narrow leaves, and are splendid for borders and out-of-the-way places, as they grow with but little care. Vivid lilac purple flowers are borne in slender clusters on stiff stems, almost continuously. Borders of Verbena Venosa in our gardens are always greatly admired. **3 for \$1.00; Dozen \$3.00.**

MOSS VERBENA. Verbena Erinoides. Plants of trailing habit, forming dense mats of lacy foliage and bearing dainty blossoms. Fine for banks, slopes, and in hanging baskets in sunny places. **Lavender and White. 3 for \$1.00; Dozen \$3.00.**

IBERIS

IBERIS SEMPERVIRENS. Perennial Candytuft. Hardy dwarf plant with evergreen foliage, for permanent borders or rock garden planting. Dense tufts of pure white flowers over a long season.

IBERIS WHITE GEM. Very dwarf, low growing variety excellent for edgings, making solid mounds of fragrant white flowers. For edgings and borders.

3 for \$1.45; Dozen \$4.80

VERBASCUM—Mullein

Plants of stately growth for background plantings, like Foxglove, splendid for warm situations, thriving in well drained sandy soil.

MISS WILLMOTT. Very tall, five feet, with creamy white flowers in spikes.

OLYMPICUM. Silvery foliage, garden yellow flowers in large pyramidal spikes, to 6 feet high.

3 for \$1.45; Dozen \$4.80

LAVENDER

LAVANDULA VERA. True English Lavender. Fragrant herbs, forming low rounded shrubs, with grey-green foliage and spikes of soft lavender flowers, valued for the border or rock garden. Grows 18 to 24 inches high.

NEW PINK LAVENDER — Lavandula Vera Rosea. This has the same habit of growth, and the same fragrant grey-green foliage, but flower spikes are soft rose pink, most attractive with other flowers, when cut or in the border.

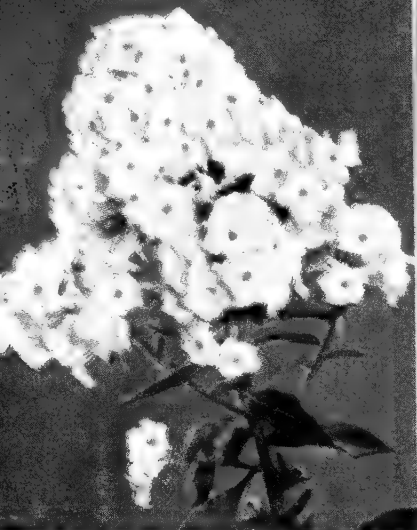
3 for \$1.45; Dozen \$4.80

MEADOW RUE

Thalictrum Dipterocarpum. One of the real gems among hardy plants, for cool shady situations, in rich moist soil. Has graceful sprays of fern-like foliage and delicate small mauve flowers on tall, slender stems; charming in the garden and in flower arrangements. **3 for \$1.45; Dozen \$4.80.**



TRITOMAS, Flowerland Hybrids



MRS. JENKINS



PROFESSOR SCHLIEMANN



WIDAR



BRIDESMAID

California Flowerland HARDY PERENNIAL PHLOX

For enchanting fragrance and bright lasting color in the garden, nothing surpasses Phlox. Blooming as they do from early summer until fall, these hardy perennials bring lasting beauty and joy to the lover of color gardens. Phlox are striking in masses, especially against a shrubby background or in the open, surrounded by a green lawn. A few dozen Phlox planted in a well prepared bed will be a delight to anyone.

Phlox becomes more beautiful year after year, as the roots become established, forming large clumps. They are considered essential in beautiful gardens throughout the world, and should be increasingly used in California, where they do well in sun or partial shade. While Phlox thrives in any good garden soil, the plants respond promptly to good treatment in the way of soil deeply enriched with well rotted manure and bone meal.

BRIDESMAID. White with crimson eye; dwarf growing, splendid for low borders and massing.

CHARLES CURTIS. The finest of all red Phlox, brilliant and colorful, best described as sunset red. Plants are strong growing, 2½ to 3 feet tall, with good clean foliage.

DAILY SKETCH. Enormous trusses of very large blooms, beautiful bright clear pink, with carmine eye. Tall, vigorous; one of the finest.

ECLAIREUR. Carmine violet with lilac center.

GEORGE STROEHLEIN. Brilliant crimson red, very fine; grows two feet tall.

MRS. JENKINS. One of the oldest and still one of the best white varieties. Tall, with immense trusses of conical form.

PRICE: Large Clumps, each 50c; 3 for \$1.35; \$4.80 per dozen. All postpaid through the 4th zone.

PAINTED LADY. Silvery pink with salmon pink shadings and cherry red eye. One of the best for the garden and for cut flowers.

PROF. SCHLIEMANN. Beautiful lilac rose; late flowering; does well in shade.

RYNSTROM. A good grower, producing many heavy trusses of bright salmon rose flowers.

SELMA. Fine pink with carmine eye.

SEPTEMBER GLOW. Luminous carmine red with orange red center. Brilliant bedding and cutting variety.

SUNRISE. A glowing, striking shade of red.

VALD JENSEN. Very large trusses of vivid salmon red flower with white centers; one of the showiest.

WIDAR. Immense two-toned lavender, striped with white.

COLLECTION

12 Fine Phlox
our selection

\$4.50

24 Phlox
two of each variety,

for \$8.75

prepaid through the 4th zone.

NEW RUDBECKIAS

WHITE LUSTRE. This is one of the most attractive and showy white flowered perennials we know. Pure white daisy-like blooms, with stiff petals surrounding a center of copery orange yellow, are produced on stiff stems 3 feet tall. Clean healthy foliage, vigorous plants, in bloom almost constantly. 3 for \$1.50; Dozen \$5.00.

THE KING. Immense, stiff, daisy-like blossoms with big brown cone-shaped center surrounded by purplish crimson petals, are produced on long strong stems. Hardy, disease resistant, this new Rudbeckia is ideal for hot, dry situations, and will produce from 10 to 20 showy blooms on a plant. 3 for \$1.50; Dozen \$5.00.

SENSITIVE PLANT

MIMOSA PUDICA. Touch the feathery foliage and these plants "go to sleep." You will enjoy these fascinating plants. Grown as pot plants, they are ornamental as well as amusing, having flowers like fluffy pink balls. Each 50c; 3 for \$1.45.

PRIMROSES

Among the most useful and beautiful plants to grow in shady beds or in pots, Primroses provide color nearly the year around.

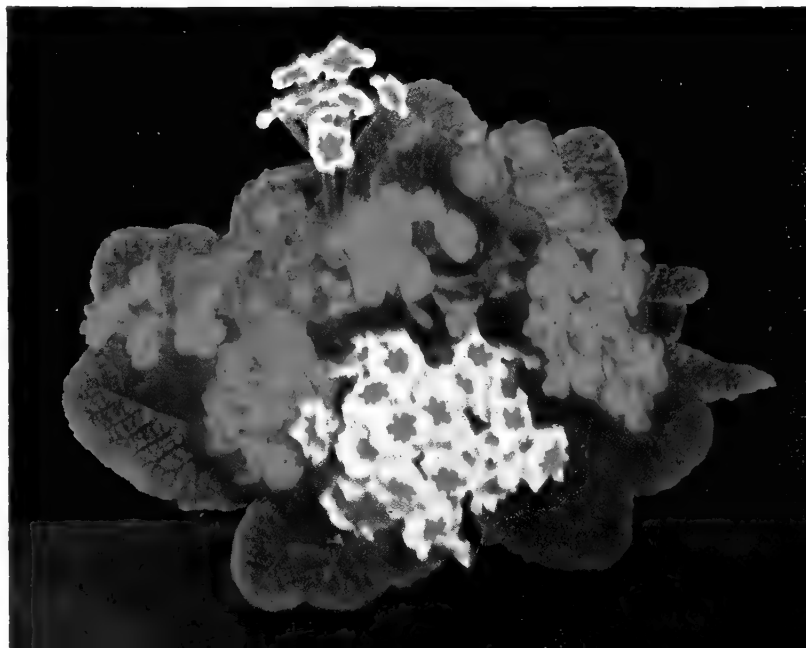
Use Primrose plants in groups or borders among shrubbery, with Wind-flowers, Meadow Rue, Cyclamen or Columbine, and with spring flowering bulbs, for a delightful effect. They are attractive, too, in rock gardens.

PRIMULA OBCONICA. Familiar as pot specimens, especially at Easter, this variety is splendid for planting in shade. Our strains produce very large flowers in great clusters. Colors: Red, Rose Pink, Blue, White.

POLYANTHUS. English Primrose. Blooming throughout spring and summer, Polyanthus is one of our leading shade-loving plants. Colors are very bright, including red, gold, rose, blue, white and combinations of these colors.

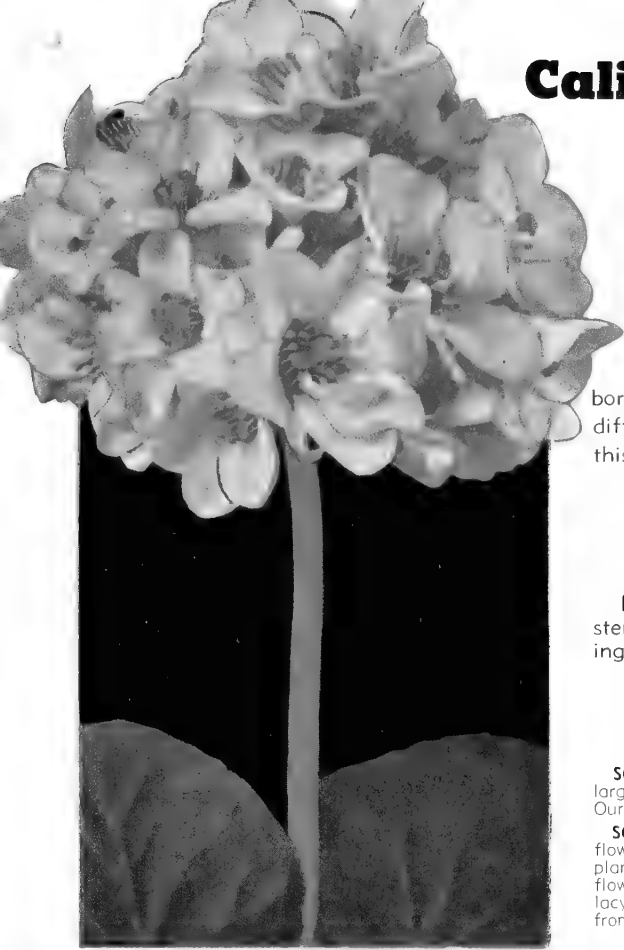
3 for \$1.45; Dozen \$4.80.

ENGLISH PRIMROSES



California Flowerland **PERENNIALS**

SAXIFRAGA CRASSIFOLIA



LOVELY SAXIFRAGA for the shade

This beautiful Saxifraga, pictured at left, is an exceedingly valuable plant to grow in shady spots in your garden, where it will thrive and produce lovely cut flowers under most difficult conditions. The plants grow in almost any soil, in a shady position. Their large, glossy, leathery leaves and spikes of clear pink flowers make them doubly admirable for planting in front of shrubbery, or under trees where a mass planting is wanted. Added to their value for mass or border planting, is their beauty as cut flowers, which are freely produced in mid-winter. As it is so difficult to find a plant which will thrive readily in the shade, and yet produce flowers for cutting, this wonderful plant should be widely planted for this purpose.

3 for \$1.45; Dozen \$4.80.

STOKESIA—Blue Moon

BLUE MOON. Enormous light blue flowers, disc-like in form and 5 to 6 inches across, grow on stiff stems, 12 to 18 inches tall. Plants are hardy, vigorous and unusually free from insect pests, flowering freely throughout summer and autumn. Wonderfully showy, and worthy of place in every garden.

3 for \$1.50; Dozen \$5.00.

SCABIOSA

SCABIOSA CAUCASICA. Very hardy plants, with lovely large flowers on tall slender stems, wonderful for cutting. Our strain includes all shades of blue and lavender.

SCABIOSA COLUMBARIA. One of the most beautiful flowers for cutting, and as attractive in the garden. The plants bloom almost continuously, being especially free flowering during the winter. Flowers are very graceful and lacy, on long stems, and the colors are exquisite, ranging from lavender blue to delicate mauve and light pink.

Price of above Scabiosas: 3 for \$1.45; Dozen \$4.80

STATICE

STATICE PEREZI. SEA LAVENDER. Large sprays of bright lavender bloom keep well when dried. The ornamental plants grow 18 to 24 inches tall, with broad round leaves above which the flower stems are almost continuously displayed. Does especially well along the coast; hardy and of easy culture. **3 for \$1.45; Dozen \$4.80.**

STATICE SUWOROWI—Russian Rat-Tail Statice. Long, narrow, twisted spikes of bright rose pink flowers are extremely interesting, both for cutting and in the garden. While not true perennials, plants are so long lasting and bloom so long that we put them in this section. **3 for \$1.45; Dozen \$4.80.**

SALVIA

SALVIA SPLENDENS—HARBINGER. Scarlet Sage. Salvia splendens is one of the most brilliant of all bedding plants, and this new variety is the finest of all. Dwarf, compact plants, producing long spikes of dazzling bright scarlet from early spring until late in fall. In southern California, it is almost everblooming. Splendid also, as a pot plant. **3 for \$1.45; Dozen \$4.80.**

SALVIA VATICAN. A beautiful stately Salvia, brought over from the Vatican Gardens in Rome. Plants have handsome woolly, silvery green leaves, and bloom from summer to October. Flower stalks are 3 feet tall, and covered with showy, bluish pink flowers. Charming for massing in the background of the perennial border, and for accent planting. **3 for \$1.45; Dozen \$4.80.**

SENECIO

SENECIO CLIVORUM. Especially valued because it is one of the few perennials that flower freely in the shade. Plants have extremely ornamental, large round leaves, and a succession of clusters of large orange yellow, cineraria-like blooms on 3-ft. stems. **3 for \$1.50; Dozen \$5.00.**

ALL PERENNIAL PLANTS
listed in this catalog are large
field grown plants, or pot
grown, depending on the time
they are planted.

STOKESIA
Blue Moon



Violet Royal Robe

This wonderful giant flowered Violet will actually cover a fifty-cent piece! It combines great length of stem and rich deep violet blue color, with strong growth and healthy foliage. The leaves are rich deep green, and the plants bloom abundantly in winter and spring when flowers are scarce. Its rich fragrance is the very essence of Violet perfume.

Price: Each 35c; 3 for \$1.00; 10 for \$3.00.

Postpaid through zone 4.

GIANT VIOLET
Royal Robe



Cascade

Rose of
Denmark

Melody

Gypsy Queen

Mephisto

Fanfare

San Francisco

California Flowerland Fuchsias

We offer below the outstanding new Fuchsias. Four are from Mr. Victor Reiter, Jr., and two from Mr. G. Niederholzer, leading Fuchsia hybridizers in the West.

MARIONETTE. One of the most charming, and by far the best double "white" yet introduced. Delicately lovely double flowers have pure white powder-puff corolla; tube and waxy sepals are of palest pink, with a fine line of brilliant magenta edge on the sepals. A vigorous, free flowering plant, recommended for the Southland.

MISS PRIM. Beautifully formed semi-double flowers with the color effect of the Bougainvillea. Broad, very long sepals are recurved, bright carmine, and the loosely formed, scalloped petals brilliant rosy purple. Plant is compact, well branched, with fine foliage, ideal for growing in pots.

UNCLE JULES. An outstanding hanging basket Fuchsia, and one of the handsomest double purples yet produced. The giant double flowers have huge crisp petals of deep blue violet, and recurved sepals of brilliant crimson, long lasting. Plants are well branched, with dense small foliage, covered with blooms.

PRICE of any of these Novelty Fuchsias, Large Plants in Pots, Each \$1.25; Any Four for \$4.00.
(Shipped by express at purchaser's expense.)

BUSH TYPE FUCHSIAS

AMY LYE. Bears a profusion of single coral-orange blossoms with waxy white sepals. Strong compact plants, constantly in bloom.

ANDRE LE NOTRE. One of the largest doubles, with corolla of deep prune purple, and very full, broad crimson sepals.

ANNA. The large double flowers are globular in form, the outer half of the petals is of strongest magenta, while the base of petals, the sepals and tube are intense carmine. Very vigorous, with rich foliage and fine habit.

BLACK PRINCE. One of the finer older fuchsias that bloom freely. Large single flowers with broad open petals of deep rosy pink, bright rose sepals.

CALIFORNIA. Bright orange flowers of good size, with coral pink sepals. Tall, vigorous, free flowering; shapely shrub.

CATALINA. Beautiful large double flowers of snowy white with long crimson sepals. A strong grower with fine foliage.

MME. CARNOT. Beautiful large full double flowers, with reflexed sepals of deep pink, and soft pink corolla.

FANFARE. Handsome tall shrub, with large, glossy deep green foliage. The showy tubular flowers are glistening turkey red, with shapely pointed sepals and bright scarlet corolla. Free flowering, even in winter.

GYPSY QUEEN. One of the finest and showiest of all Fuchsias. Giant double flowers of rich rosy lavender, with sepals bright red. A tall, vigorous plant.

MELODY. New and already popular, because of its fine growth and charming new coloring. Flowers are large, single, perfectly shaped, in pastel tones of pale cyclamen purple with prettily recurved sepals of soft rose pink.

MEPHISTO. A grand shrub variety for the garden and for pots or tubs. Vigorous, with handsome foliage, free flowering over a long period. Small flowers in showy clusters, brilliant carmine, completely cover the plant.

OTTO. Remains popular because of the abundance of large purple and crimson flowers, and its beauty as a pot plant.

PASADENA. One of the best of the double red and white varieties, extremely free flowering, making a grand display on compact plants.

PURPLE CRYSTAL. An outstanding variety, because of the unusual substance of the rich purple petals, which are thick and glistening, like an ice-plant. The rich red sepals are thick and glistening, too. A splendid new upright Fuchsia.

MAZDA. A lovely single Fuchsia of exceptional brilliance and vigor. The large flowers have long, gracefully recurved sepals of rosy orange, and flaring petals of orange scarlet. The strong, healthy plants withstand heat well and are extremely free flowering.

SEVENTEEN. An entirely new shade in Fuchsias, true rose pink. Huge double flowers of exquisite beauty have recurving sepals and petals of heavy substance. Plant is of medium size, with small leathery foliage. We consider this the outstanding Fuchsia for 1947.

TREASURE. Beautiful and distinct, this Fuchsia has sepals of soft rose, and large double corolla of very pale orchid. The plant is of vigorous, upright habit, free flowering—splendid in deep shade.

TRIUMPHANT. An extremely showy variety, in the popular purple and red combination. Flowers are very large, massive semi-double, with bright red sepals and petals of blue violet. A strong, upright growing plant that blooms profusely.

PATTY EVANS. New and beautiful double, with snowy white corolla and very long white sepals, tinted soft pink on the reverse side. Very tall and vigorous.

REITER'S GIANT. Flowers are of immense size, often three inches across. The long double corolla is petunia purple, and the broad thick sepals are carmine. Vigorous plant with healthy foliage.

ROSE OF DENMARK. One of the daintiest of all. Small flowers with soft rose petals and waxy delicate blush sepals.

THE CHIEF. A giant double violet and carmine Fuchsia of great beauty. Sepals are brilliant carmine, and the thickly petalled corolla is deep rich violet. Showy plant of fine form and habit.

VICTORY. An outstanding new variety, the huge, semi-double blooms surpass anything in its color, in size and refinement. Recurved sepals are carmine; elegant corolla of solid rose madder, giving the effect of solid crimson self.

WINSTON CHURCHILL. A newer variety and one of the finest ever introduced. It is the nearest to true blue of any of the double varieties,—corolla lovely lavender-blue, sepals red. Of splendid habit of growth, the shapely plants are just covered with bloom for a long season.

Hanging Basket FUCHSIAS

Perhaps in no other way can the Fuchsia display all its color and beauty as well as when grown in hanging baskets or pots. We have hundreds of beautifully grown baskets on display during the flowering season. It is easy to grow your own, too, starting with 4-inch pots in early spring.

CASCADE. Favorite since its introduction. Of perfect weeping form, branches are covered with huge single flowers of exquisite pink, salmon and cerise.

GAY SENORITA. Most appropriately named is this charming flower with large, single, bell-shaped corolla of deep lilac, flushed rose, with a fine light line bordering each petal, like the edge of a dancer's skirt. The long pointed deep red sepals are distinctly waved and reflexed.

HENRI POINCARÉ. Large single flowers with long violet-blue corolla and bright red sepals. Very fine.

LINDISSIMA. Probably the best large double flowered Fuchsia for baskets. The flowers resemble those of Gypsy Queen; the full double corolla is soft rosy lavender, the sepals rich rose.

MARINKA. Almost self color, with rosy scarlet corolla and scarlet sepals.

MRS. VICTOR REITER. Beautiful bright green foliage, and flowers of pure crimson, with long slender sepals and tube of creamy white.

MURIEL. Perhaps our most showy basket Fuchsia, because of its amazing freedom of bloom and pleasing colors. Excellent in the garden, too, if given slight support.

NONPAREIL. Very large, showy, semi-double flowers of rosy violet blue, with sepals of ivory white, are freely produced.

SAN FRANCISCO. Strong growing plants with gracefully arching branches and giant single glistening flowers, sepals and long thick bright rose, corolla geranium red.

PRICES, ALL VARIETIES

Except where noted,

Large plants,
full, ready to bloom,
in 4-inch pots
Each 75c; 3 for \$2.00

(For shipping, we send out slightly smaller plants to compensate for cost of packing, and to lessen express cost.)

SPECIMENS
In 6-inch pots, each \$2.00

Paul J. Howard's

TUBEROUS BEGONIAS

Double Camellia Type

NEW RUFFLED BEGONIAS

Painstaking breeding has developed this new and excitingly beautiful form. The flowers are large and double, like the Camellia type, but the edges of the petals face out like a rose, and have daintily ruffled edges. These delightful flowers make exquisite corsages.

Blush Salmon, Pink Salmon, Rose, White.

PICOTEE SHADES

Of the same beautiful form, with two-toned combinations of color with a definitely contrasting edge; exceedingly lovely.

Apricot, Pink, Red, Rose, Salmon.

DOUBLE BEGONIAS

The most popular form, with flowers of great size and firm substance, from five to eight inches across.

American Beauty, Apricot, Cardinal Red, Crimson-Rose, Orange, Pink, Rose, Dark Salmon, Light Salmon, Scarlet, White and Yellow.

Single Type

SINGLE FRILLED BEGONIAS

Exquisite large flowers, beautifully frilled and ruffled at edges.

Yellow, Orange, White, Pink, Scarlet, Apricot, Salmon, Dark Red.

GIANT SINGLE BEGONIAS

Perhaps the showiest of all for bedding; flowers of astonishing size face upward on strong stems, displaying a sheet of color.

Red, Salmon, Yellow, Pink, and White.

Hanging Basket Begonias

LLOYDI. One of the most attractive types; their hanging habit, with great masses of bloom, makes them favorite decorations for terraces or sun porches, in hanging baskets or pots. Flowers are Deep Pink, White, Salmon, Red, Orange, Yellow.

PRICES: Large Tubers (February to May) or plants in plant band pots (April to July.)

3 for \$1.00
Dozen \$3.50
100 for \$29.00
Plants Not Prepaid

Larger plants in pots (for local delivery only) priced from 50c to \$3.50 each.

Plant Tuberous Begonias in a light porous soil mixture, composed of leaf mold and sandy loam, enriched with well rotted manure. Keep them moist at all times, using fine overhead spray during warm weather. Feed them commercial fertilizer as soon as they have become established, and again when in full bloom. Do not put fertilizer in direct contact with the stems.

Paul J. Howard's CANNAS

CALIENTE. Very large flowers, heavy petalled, of vivid scarlet, borne in enormous trusses, the old flowers dropping off cleanly, so plants are always in beautiful condition. **Each 35c; Dozen \$3.50.**

SALMON. A beautiful lighter tone of salmon. **Each 35c; Dozen \$3.50.**

FOREST FIRE. Large flowers have wavy petals like amaryllis. Color is flaming coral rose with faint orange overlay. **Each 35c; Dozen \$3.50.**

EXQUISITE. The broad petals are orange-salmon, clear and glistening. **Each 35c; Dozen \$3.50.**

AUSTRIA. Rich yellow, crimson in throat; green foliage.

ALLEMANIA. Bright red with margin of yellow.

CITY OF PORTLAND. Large trusses of clear rose-pink; bright green foliage.

COPPER GIANT. Clear coppery orange.

EUREKA. Large, soft creamy white blooms.

GUSTAVE GUMBER. Deep golden yellow, without markings; green foliage.

HUNGARIA. Large pure pink blooms; dark green foliage.

KING HUMBERT. Intense scarlet; bronze foliage.

MORNING GLOW. Salmon pink with golden cast.

MRS. ALFRED CONARD. Free flowering salmon pink.

MRS. PIERRE S. DUPONT. Large, vivid watermelon pink.

RICHARD WALLACE. Pleasing, clear, cool greenish yellow.

THE PRESIDENT. Immense, brilliant red, vigorous, free flowering, tall.

Price, except as noted: **Each 25c; Dozen \$2.50**
Postpaid Through Zone 4.



Grow gorgeous Begonias in pots or in the garden for richly beautiful table decorations and Corsages.

California Flowerland GLADIOLUS

Gladiolus Bulbs are usually ready for planting from December to April. By making plantings at monthly intervals, these stately, colorful flowers may be had in bloom all spring and summer. Our list of Gladiolus includes many new and unusual varieties, as well as popular favorites.

ALADDIN. Immense ruffled salmon pink; strong grower, early.

BARCAROLE. Clear orange, heavily ruffled.

BEACON. Striking bright scarlet with white throat; very tall.

BLACK PANSY. Glossy dark red, velvety maroon throat.

BLUE BEAUTY. Magnificent spikes of rich violet blue, distinct from any other; very early. **Dozen \$2.00; 100 for \$15.00.**

CAMELLIA. Soft blush pink, lightly frilled.

CHARLES DICKENS. Soft wine red, very large, tall; early.

COMMANDER KOEHL. Hugh velvety red.

COPPER BRONZE. Magnificent coppery maroon blooms, with ruffled edges; very fine and richly colored.

GOLD EAGLE. Fine large clear yellow.

GREEN LIGHT. Huge ruffled blooms of chartreuse green, on massive spikes. **Dozen \$2.00; 100 for \$15.00.**

GRETA GARBO. Very tall, soft cream with yellow throat and pale pink shading. **Dozen \$2.00; 100 for \$15.00.**

KING LEAR. Very large ruffled flowers of velvety reddish purple, richest of all. Long slender spikes, many flowers open at one time.

MAID OF ORLEANS. Heavy-petalled glistening white.

MARGARET BEATON. Large white, with small red blotch.

MINUET. One of the best lavenders.

PARADISE. One of the best clear apricot, tall.

PELAGRINA. Deep violet, early.

PICARDY. Showy spikes of salmon pink flowers.

RED PHIPPS. Magnificent long spikes of salmon red.

ROSA VAN LIMA. Beautiful clear bright pink.

SANTA FE. Beautifully ruffled flowers of coppery yellow and red, on tall spikes.

TOKEN. Flame salmon with deep golden yellow throat, early. **Dozen \$2.00; 100 for \$15.00.**

YELLOW EMPEROR. Beautiful clear yellow.

Price of all Gladiolus (except as noted):
Dozen \$1.50; 100 for \$10.00 (prepaid through 4th Postal Zone)

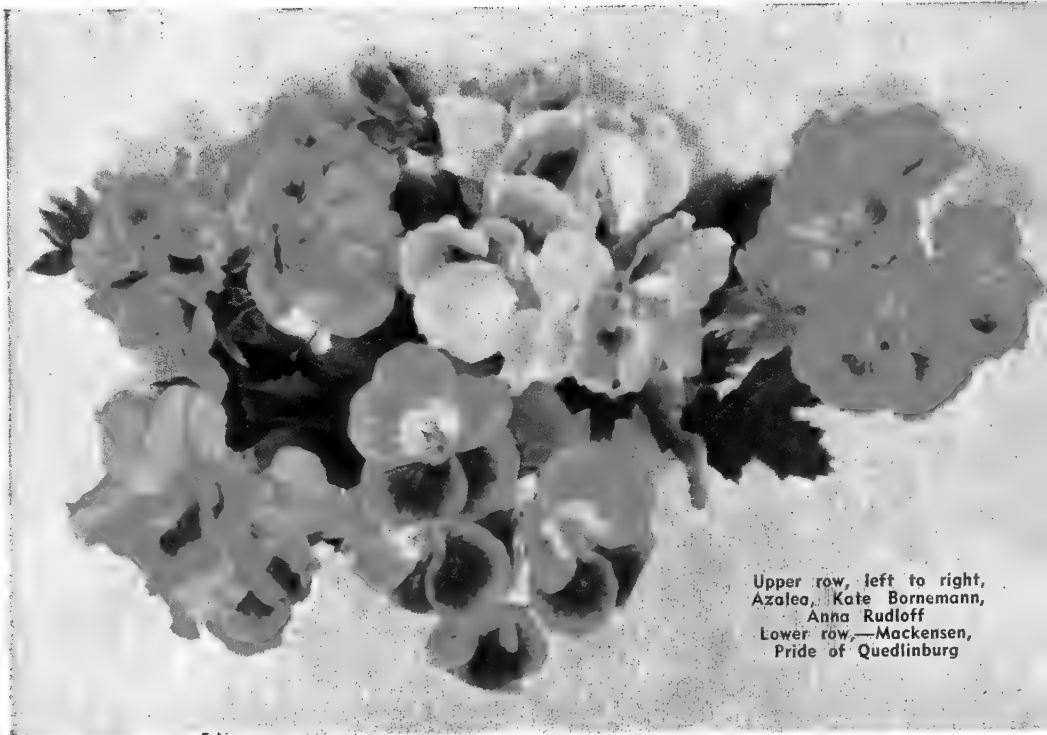
Paul J. Howard's PELARGONIUMS

Known as Martha Washington Geraniums, they are among our showiest and most satisfactory summer and autumn flowering plants. Easily grown, they rival azaleas in form and gorgeous coloring.

PRICE of All Pelargoniums, in 4-inch pots, each 75c; 3 for \$2.00

All Geraniums and Pelargoniums are sent at Purchaser's expense, by express.

EMPRESS OF RUSSIA



Upper row, left to right,
Azalea, Kate Bornemann,
Anna Rudloff
Lower row, Mackensen,
Pride of Quedlinburg

ANDENKEN AN LONDON. Bright scarlet, with deeper blotches on upper petals, lighted by a white throat.

ANNA RUDLOFF. Deep red with orange sheen; large rounded flowers with wavy petals, very showy.

AZALEA. Well named; flowers are large, ruffled, and have the texture and rich coloring of azaleas. A splendid pot plant variety.

BERTHA WAGNER. Deep rose with dainty white edge; very attractive.

BEVERLY HILLS. Finest lavender or orchid variety, uniform in color; the flower very large and ruffled.

DIENER'S GIANT. One of the largest flowered varieties, rich salmon pink with two bright blotches. Fine for bedding.

EMPRESS OF RUSSIA. Richest and deepest color of all—the large flowers have velvety black maroon center, rose maroon margin, with a distinct white edge.

GRANDMA FISCHER. Glowing rich salmon with dark blotch, very large flowers with wavy petals.

HAILE SELASSIE. Deep rose violet, with lighter edge on petals, heavily veined maroon and spotted with a dark blotch. Bushy, low growing.

JOAN FONTAINE. Rich velvety purple.

KATE BORNEMANN. White, overlaid and shaded salmon pink, the petals blotched rich crimson.

MACKENSEN. Vivid pure rose.

MARIE ROBER. A sensational novelty, solid purple magenta to black. For an exquisite table decoration try an arrangement of these flowers with the white variety, Mrs. Mary Bard.

MRS. MARY BARD. When plants of this wonderful variety are full of bloom, the flowers are effectively pure white. The large ruffled flowers have a faint feathering of amaranth.

OUR FRANCES. Waved and frilled flowers of rose pink, the upper petals darker, with deep crimson blotch. Low growing plant, bushy, early flowering; excellent pot plant.

PRIDE OF QUEDLINBURG. Soft salmon pink, shading from light to dark pink.

SALMON QUEEN. Large clear salmon, slightly blotched. One of the finest of all, with the longest flowering season.

SANTA MONICA. Almost a self colored rich rose pink, the upper petals having carmine blotches.

SUE JARRETT. Pink, shaded salmon, with darker upper petals, attractively marked with crimson. One of the largest and best.

California Flowerland GERANIUMS

Single Flowered Varieties

ALICE OF VINCENNES. The blending of color in this variety is very striking. Pure white at center, shading through deep rose to bright red at the edges.

BEAUTY OF CHATSWORTH. A Paul J. Howard introduction, and one of the finest Geraniums grown, perfect for large pot specimens, as it blooms continuously and always shows color. Fine foliage, and huge clusters of large florets of a lovely rich shade of cherry rose.

CARMEL. A charming new Geranium, single white, each petal daintily pencilled warm pink at edges. Fine trusses, full bloom. **Each \$1.00.**

JOHN FORBES. The favorite bright scarlet, single.

L'AUBE. The finest of all pure white, single Geraniums, with golden stamens; a beautiful pot plant.

MAXIME KOVALESKY. Brilliant orange red, almost a true orange, very striking, with handsome foliage; vigorous plant.

MRS. E. G. HILL. An exquisite shade of light salmon pink, does not fade in the sun; very fine.

SUSAN LEEPRE. A glowing shade of salmon with golden orange suffusion; a very beautiful single Geranium, and a robust, compact grower.

Double Varieties

CALIFORNIA PINK GIANT. Enormous trusses of huge double flowers, each floret like a small pink rose; clear pink.

MADONNA. Finest pure white, double.

MEMORIES. Entirely new and lovely color. Semi-double blooms are clear, soft lilac-pink. Glossy foliage; wonderful pot plant. **Each \$1.00.**

MISSOURI. One of the finest and most popular, bearing immense trusses of large double flowers of bright scarlet; very free flowering.

PRIDE OF CAMDEN. Deep crimson, full double.

RADIO. Rich velvety red flowers; a fine pot plant.

Scented Geraniums

Old-fashioned garden favorites, grown for the spicy fragrance of their foliage, used for scenting linens, etc.

ROSE GERANIUM. Popular for the sweet fragrance of its deeply lobed, skeleton-like leaves, which are used for flavoring and for perfuming linens. **Each \$1.00.**

PEPPERMINT GERANIUM. Beautiful plants with large, soft silky leaves, deeply lobed and peppermint scented. **Each \$1.00.**

Ivy Leaved Geraniums

The Ivy Leaved Geraniums are especially desirable for covering banks, hillsides and parkways, because of their trailing or climbing habit of growth, and their bright shiny green foliage. They are attractive for window boxes and hanging baskets also, and are among our most satisfactory plants for seaside planting.

CHARLES TURNER. The most popular and finest rose pink; of luxuriant growth, very free flowering.

COMMANDER BYRD. Beautiful rosy purple, large double flowers. Especially effective.

ETINCELANT. Intense orange scarlet; very showy for parkway planting, baskets and pots.

LAVENDER. Plants of trailing habit, with smaller leaves than those of most varieties, very glossy; lavender flowers.

WHITE. Pure white, with faint lavender stripe.

PRICE of Ivy Geraniums: In plant band pots, dozen \$1.25; \$8.00 per 100

Besides the sizes listed, we have beautifully grown specimens in full bloom, for patio and garden decoration. Prices quoted on request.

PRICE OF ALL GERANIUMS, except as noted: 4" pots, each 50c; 10 for \$4.50.

California Flowerland New Hybrid Geraniums, Pages 16-17.

ORDER SHEET

Form 7A

Order Number

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 NATIONAL BLVD., LOS ANGELES 34, CALIF.

TELEPHONES: Los Angeles—ASHley 4-2951
West Los Angeles—ARizona 3-1171 - Santa Monica—4-2755

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Please Fill in if Shipping Address is Different from Mail Address

If Variety Ordered is Out of Stock, may we Substitute Similar Type and Color of equal value?.....

[illegible]

Customers not having established charge account should send remittance with order. We do not ship plants C.O.D. All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed. Bulbs prepaid through 4th Postal Zone. All Packet Seeds sent postpaid.

Check Addition Carefully

ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITHOUT NOTICE

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

[illegible]

**Compute California
State Sales Tax
as follows:**

1c	to	14c	no	tax
15c	to	49c	—	1c
50c	to	83c	—	2c
84c	to	\$1.16	—	3c
\$1.17	to	1.49	—	4c
1.50	to	1.83	—	5c
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2.17	to	2.49	—	7c
2.50	to	2.83	—	8c
2.84	to	3.16	—	9c
3.17	to	3.49	—	10c
3.50	to	3.83	—	11c
3.84	to	4.16	—	12c
4.17	to	4.49	—	13c
4.50	to	4.83	—	14c
4.84	to	5.16	—	15c
5.17	to	5.49	—	16c
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7.50	to	7.83	—	23c
7.84	to	8.16	—	24c
8.17	to	8.49	—	25c
8.50	to	8.83	—	26c
8.84	to	9.16	—	27c
9.17	to	9.49	—	28c
9.50	to	9.83	—	29c
9.84	to	10.16	—	30c

Add 1c tax for each 33c
in amount.

PLEASE NOTE. Remember that not all of the items listed in this catalog are ready for delivery at the same time. If your order includes seeds, a variety of plants such as perennials, roses, fuchsias, it probably will be sent to you in several different packages and at different times. All will be forwarded at proper planting time.

FREE DELIVERY. Orders of \$5.00 or more, to Los Angeles, Pasadena, Beverly Hills, Santa Monica Bay District, Hollywood, San Fernando Valley, Glendale, Long Beach, and areas between, on regular schedules, — subject to change without notice. Truck service to all points in Los Angeles County, free delivery within 40-mile radius of Los Angeles, on orders of \$15.00 or more. A small charge for orders under \$15.00. From Santa Barbara to San Diego, delivery arranged at charges less than actual cost, during Spring planting season.

MAIL ORDERS. Through Paul J. Howard's Mail Order Service, the choicest seeds, plants, bulbs and garden adornment and supplies from California and world-wide sources are available to **your garden**. Paul J. Howard selects every article for Mail Orders with the same care that you would, if choosing your own.

PLANTS. Unless listed prepaid, are sent by Railway Express, carriage charges collect.

USE ORDER BLANK. Fill in carefully. The order blanks save time and prevent errors. Additional order blanks furnished upon request.

METHOD OF SHIPMENT:

Seeds. Will be sent prepaid at catalog prices.

Plants. All Plants are carefully packed, without excess weight, assuring safe delivery at lowest

cost for transportation. No orders for less than \$2.00 accepted, except for seeds.

TERMS. Cash with order, except for customers having established charge accounts.

C. O. D. No plants or perishable articles can be sent C.O.D. Seed and bulb orders should not be requested C.O.D. because of extra charges collected by the Post Office or other carrier. Cash with order saves time and money.

REMITTANCES. Send Postal Money Order, Express Money Order, or Check. Send Currency only by registered mail.

SALES TAX. All residents of California, whose orders are to be delivered within California, must add 3% Sales Tax (1/2% Los Angeles tax and 2 1/2% State tax) to their remittances.

All Prices in this Catalog subject to change without notice.

SUBSTITUTION. Please state whether we may substitute if out of stock ordered. Unless otherwise stated, we feel at liberty to substitute, when sold out of varieties ordered, others which are similar or superior. When a variety is selected which we consider not suited to the customer's locality, or if a variety has been superseded by a better one, we feel at liberty to substitute, unless requested otherwise.

GUARANTEE. We guarantee all plants to be in perfect condition when delivered to carrier, but accept no responsibility for the safe arrival after they have been accepted and found in good order. Should any merchandise be received in unsatisfactory condition, please notify us at once. Be sure to notify carrier also (Railway Express or Post Office).

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND, 11700 National Boulevard, Los Angeles 34, Calif.



BELOW. One of the mirrored display niches on either side of the main entrance to our store. Those exhibits, combining rare artwares with the loveliest of seasonal flowers, are typical of the discriminating taste that is Paul J. Howard's.



FOR GIFTWARES of distinction, it's Paul J. Howard's every time. The merchandise shown here is only part of the vast array of beautiful things for your home, to be found in our unique store. From rare antiques to the most modern, Paul J. Howard's is the complete home and garden shop.

The identical items shown here may not always be available, but we always have comparable pieces, antique and modern.

From all parts of the world, visitors are attracted by PAUL J. HOWARD'S CALIFORNIA FLOWERLAND, and its wonderful store, filled with things of great beauty and set amid great flower fields that rival the most beautiful gardens in the world. It is the place to obtain for your garden the very finest in trees, shrubs, plants, bulbs and seeds, garden tools and all garden requisites.



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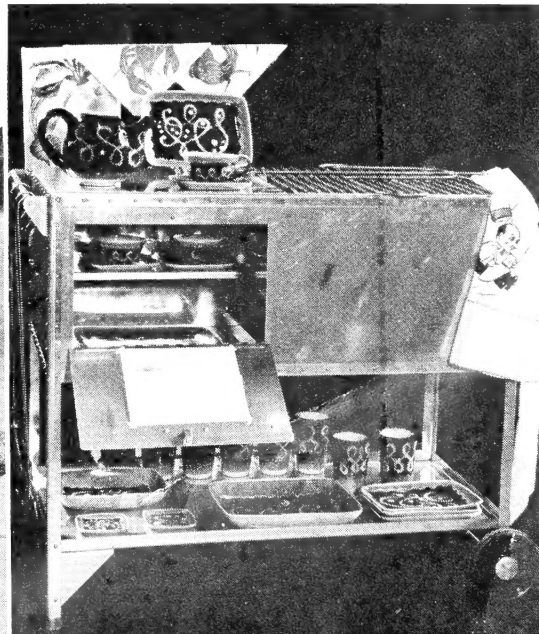
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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Boulevard • Los Angeles 34, Calif.

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The sensational Rose, CALIFORNIA, lining the driveway of Paul J. Howard's California Flowerland.



1. Entrance Gate. 2. Botanical Garden. 3. Garden of 1000 Roses. 4. Informal Lily Pool. 5. Main Store Building. 6. Floral Display Beds. 7. Display Lath-Houses. 8. Landscape Department. 9. Parking Area. 10. Portico Lane. 11. Nursery Sales Area. 12. Greenhouses (Glass). 13. Growing Lath-houses. 14. Forty-acre Growing Fields. 15. Portion of Large New Lath-house for Specimen Shade Plants. 16. Garage and Shipping Area. 17. Pool and Floral Court.